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L.C. Transfer

Kellogg's

1936 Garden Beauty BOOK

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U. S. Department of Agriculture



AZALEAMUM

(TRADE MARK)

The most sensational plant of all time. O. A. Wood of Michigan just writes that he picked nearly 3,000 blossoms from only one plant at one time the first year (actual count 2,928 blossoms). See further pictures and descriptions, pages 4, 5, 40.

BOOK COPYRIGHT 1935

R. M. KELLOGG COMPANY
THREE RIVERS, MICH.

5 Gorgeous New "Mums"



VARIETIES

- ① Royal Mahogany
- ② Amethyst Queen
- ③ Orchid Tip
- ④ Amber Beauty
- ⑤ Garnet Gem

BOOK COPYRIGHT 1935

R. M. Kellogg Co.,
Three Rivers, Mich.

by Elmer D. Smith



Elmer D. Smith

These new "Mums" can be bought only from Kellogg.

"No matter what phase of chrysanthemum breeding is examined, the name of Elmer D. Smith stands supreme", quotes the American Chrysanthemum Society, and not only that, but the Society acclaims Elmer D. Smith "its greatest son, bar none." This is the man who created these five new glorious Chrysanthemums for you. They are masterpieces from his

hand to enrich your garden.

Over 55 years of Mr. Smith's life has been devoted to flower breeding and most of this to Chrysanthemums alone. And his work is so outstanding that he is known throughout the world as the greatest breeder of Chrysanthemums who ever lived. The greatest colleges and flower societies have honored him. He has given the world more new varieties of Chrysanthemums than any other man, a total of 586 varieties having been originated by him. Do not fail to include these five new amazing masterpieces in your order.

Here are brief descriptions of the varieties:

ORCHID TIP. A fluffy beauty. Petals are clear, beautiful white from the inside out, tinged with delicate orchid; center is a dainty faint yellow. Imagine the prettiness of such an arrangement. There is, indeed, a fascination to the beauty of this "Mum." Blossoms measure 3 inches across. Very early. Prices, 60c each; 2 for \$1.10; 5 for \$2.20.

AMETHYST QUEEN. Here is a beautiful splash of pretty deep amethyst-mauve. The colors seem to dance and sparkle with living, breathing personality—a flower of real life and vitality. Blooms measure nearly 2½ inches across and are borne closely in clusters, giving a beautiful display. Prices, 60c each; 2 for \$1.10; 5 for \$2.20.

GARNET GEM. This flower is a fine, well bred dandy with gay, rich plumes that droop from the center in fascinating fashion. The center is rich golden yellow

and the petals rich, rich garnet-red. Flowers fully 3 inches across. Do not hesitate to include this Chrysanthemum in your order. You will be delighted with it. Prices, 60c each; 2 for \$1.10; 5 for \$2.20.

AMBER BEAUTY. This is one of those fluffy, fluffy "Mums" that throw their beauty at you in all directions. Buds are rich amber-bronze in color and when open the flowers are brilliant yellow with petals slightly tinged with bronze. The flowers measure 2½ to 3 inches across and are borne in brilliantly beautiful clusters. Prices, 60c each; 2 for \$1.10; 5 for \$2.20.

ROYAL MAHOGANY. Shades of glistening gold and bronze seem to dance right out from the center of this beautiful "Mum." The outer petals are rich mahogany color and the center is a beautiful yellow. Flowers measure nearly 2½ inches across. Prices, 60c each; 2 for \$1.10; 5 for \$2.20.



In Commemoration of the services rendered the entire floral industry and particularly for the outstanding achievements in the field of Chrysanthemum breeding during the past five decades, the

Chrysanthemum Society of America herewith acclaims its greatest son—

Elmer D. Smith

No matter what phase of Chrysanthemum breeding is examined the name of Elmer D. Smith stands supreme. The many outstanding commercial standard Chrysanthemums, the Exhibition Types, the Pompons, the Aneinones, have had their initial development at the hands of that

Wizard of Chrysanthemum Breeding—**Elmer D. Smith. We Honor Him.**

Pittsburgh, Pennsylvania
November fourteenth,
nineteen hundred
and thirty-four

Walter J. Engel
President
Anna H. Whiting
Secretary

This plaque was awarded to Mr. Smith by the Chrysanthemum Society of America in recognition of his outstanding work and genius.



EARLY!
All of these new Smith "Mums" are early, blooming before the end of September.

5 for only \$2.00

Safe Delivery Guaranteed

Elmer Smith Chrysanthemum Collection

As long as we have a full stock of all five varieties of these new Elmer D. Smith Chrysanthemums, we will furnish them in a collection that saves you money, as follows:

1 Orchid Tip	\$0.60
1 Amethyst Queen60
1 Garnet Gem60
1 Amber Beauty60
1 Royal Mahogany60

Total Value\$3.00

Special Price as long as they last
All Five for only **\$2**

YOU SAVE \$1.00

See also Special Offer page 4.

Over 600 Flowers on One Plant

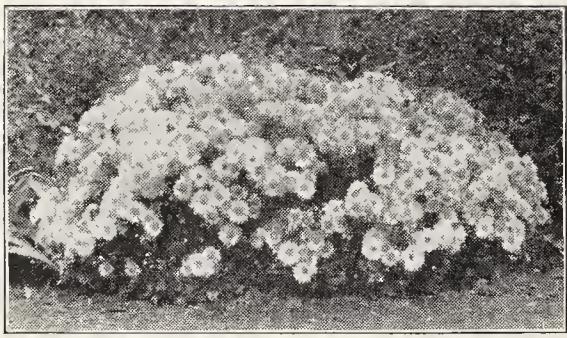
TRADE Azaleamum MARK

Blooms first year.

Over 4,000 2nd Year
One single Azaleamum plant on our own nursery has actually produced over 4000 blossoms by actual count the second year.

AZALEAMUM is a brand new development in the plant world, a hardy perennial that will create a sensation in your flower garden or rock garden. Truly a feast for the eyes of the flower lover. AZALEAMUM is in a class by itself. No other flower will compare with it in quantity and beauty of flowers. The center of attraction in any locality. A real show. Brings exclamations of wonder and delight from everyone.

Plant your AZALEAMUM this spring and in September you will have big plants covered with brilliant radiant pink flowers like the one pictured here.



First-Season Azaleamum Owned by
O. A. Wood, Mich.

"I am sending you a picture of my Azaleamum. This grew, first year, from a little sprout to the great size of 49 inches across and had at least 1000 blossoms. Everything I have bought of you has been even better than you said."
O. A. WOOD, Mich.



Otto Bilhuber, Chicago, and His
AZALEAMUM—First Season

Mr. Bilhuber says (Nov. 1, 1933): "My intention was to send a full picture of my Azaleamum. I could, however, get only one-half of this beautiful bouquet. It started to bloom end of August and is in bloom yet."
OTTO BILHUBER, Chicago.

AZALEAMUM is well described by its name, and the picture shows it in all its natural color and exquisite beauty. Develops into a plant 30 or more inches in diameter in one season. Many who saw AZALEAMUM blooming the first year were so eager to obtain this most magnificent novelty, they willingly paid \$2.50 for a single plant.

If you should have only \$1.00 to spend for flowers, our advice would be "buy Azaleamum." AZALEAMUM gives you more value for your money than any other plant you can buy. Blooms first year.

Special

One each of the 5 new Smith Chrysanthemums on pages 2 and 3, and 2 Azaleamums as follows:

- 1 Orchid Tip\$0.60
- 1 Amethyst Queen .. .60
- 1 Garnet Gem60
- 1 Amber Beauty60
- 1 Royal Mahogany .. .60
- 2 Azaleamums 1.00
- Total Value\$4.00

Special Price only
\$2.79

3 Dwarf Border ASTERS

- 1 for\$0.40
- 3 for95
- 6 for 1.79

for
Only 95

HARDY DWARF BORDER ASTERS

We show these beautiful flowers on the same page with Azaleamum because they look so beautiful when planted with Azaleamum. Plant your Azaleamum in back and your Dwarf Hardy Asters in front and the beautiful contrast of colors will amaze you. Dwarf, compact, free-flowering. Bloom in September. Three varieties as follows:

VICTOR. Clear lavender-blue flowers in great charming masses. A beautiful contrast with the pink of Azaleamum.

RONALD. Rose-pink buds followed by charming lilac-pink flowers.

COUNTESS OF DUDLEY. This is a beautiful clear pink and should be in every garden.

By all means order some of these dwarf Asters.

Prices, pot-grown plants,
1 for 40c; 3 for 95c; 6 for \$1.79.

Special!

Order this fine specially priced collection. It will make you a beautiful display.

- 2 Azaleamums\$1.00
- 2 Dwarf Asters, Victor80
- 2 Dwarf Asters, Ronald .. .80
- 2 Dwarf Asters, Countess of Dudley80

190528 Total Value\$3.40

Special Price **\$2.49**
Only



World's Fair Sensation
AZALEAMUM was the biggest sensation at the Horticultural Exhibit at the World's Fair in 1934.

Botanically, AZALEAMUM belongs to the chrysanthemum family, but in habit of growth it resembles an Azalea, like the picture below.



**2 of These
for only
\$1**

Azaleamum.

Plants are small at first but quickly grow to form the large bushy plant shown here. Be sure to order AZALEAMUM.



Dwarf Asters — 40c each; 3 for 95c; 6 for \$1.79.

**BLOOMS
FIRST
YEAR**



**BEAUTY IN
EVERY BLOSSOM**

Note the beautiful pink shade, lovely yellow center and beautiful shape. Every single blossom of Azaleamum is a marvel of beauty that cannot be fully pictured. Imagine a whole bush-size plant completely covered with such beautiful flowers. It's a whole beautiful flower garden in itself.

**AZALEAMUM
PRICES:**

2 for \$1.00

1 for	\$0.65
2 for	1.00
4 for	1.85
6 for	2.60
12 for	5.00

More brilliantly colored
than Cannas. Let Tigridia add
sparkle to your garden.

Dazzling Tiger Flower (TIGRIDIA)

8 for \$1.29



PRICES:

1 for	\$0.25
2 for	.39
4 for	.67
8 for	1.29
12 for	1.87

Here is a color
combination that
fascinates one with
its beauty, with its
brilliance, and its
demand for atten-
tion. Tigridia will
stand out in your
garden and de-
mand admiration as
no other flower
can do.

↑
3

Rare
Color-
True
Aquilegias
for 69c

See
Description
on
Opposite
Page



Aladdin Chrysanthemum.



Ohio State Chrysanthemum.

(Description at right).

Use any terms you wish in describing Tigridia. You can call it brilliant, fiery, glorious, gorgeous—few words are too strong for describing its beauty. Here is a flower that will truly make your friends envious of your garden.

Formerly the supply of Tigridia bulbs was so limited that few nurseries listed them, but now we have a sufficiently large supply to quote them at these new low prices. But do not feel that you can delay in sending your order, for after these bulbs are gone we know of no place where others may be obtained and delay may mean disappointment. Order at once.

PRICES:

1 for	\$0.25
2 for39
4 for67
8 for	1.29
12 for	1.87

All blooming size bulbs, 3 inches around or larger.

Two Colors

Red and Yellow
(Hybrids)

The petals of red Tigridia are the most brilliant and eye-striking red you ever saw and they droop in fascinating fashion from the edges of shallow cup-shaped centers. These centers are brilliant inside, spotted with great fiery splashes of red. Nature has, indeed, here produced a masterpiece of coloring that human genius can never hope to equal. The beauty of Tigridia is robust and full of vitality. It will fascinate every true lover of color. Blooms all summer.

But not all of the flowers are red. Some are a brilliant, beautiful warm yellow and these, appearing here and there among the reds, make a beautiful effect in your garden. These bulbs are hybrids and come only in the red and yellow mixed. For best results order at least eight. Plant them in a group and you will have a beautiful display. Bloom all summer.

Every visitor to our show gardens wants some of these Tigridia bulbs. Tigridia is its own salesman and will likewise demand attention and envy in your garden.

Cultural Note: Tigridia bulbs are handled exactly the same as gladiolus bulbs. Plant them about the same depth and take them up in the late fall, then replant in the spring after all danger of heavy freezing is over.

3 Rare Color-True Aquilegias

(Columbine)

Picture on opposite page.

Choose the colors of Aquilegias that you want—these are color-true varieties and all are tall growing, mammoth flowering, long-spurred—will make a beautiful display in your garden. See color pictures on opposite page.

SILVER QUEEN. Beautiful silvery white just tinged with cream in the throat. The flowers seem to dance like beautiful fairies in the sun. Delightful! 27c each; 3 for 67c; 6 for \$1.19.

CHRYSANTHA. Clear, beautiful yellow, just as pretty and charming as it can be! 27c each; 3 for 67c; 6 for \$1.19.

COERULEA. Pretty, pretty, pretty! Outer petals are beautiful mauve, tinged yellow in throat. Order early—scarce. 35c each; 3 for 79c; 6 for \$1.47.

SPECIAL!

One each of the above only

69c

FREE \$1 Value

With every order amounting to \$5.00 or more. See page 52.

Aladdin 'Mum

EARLY! Aladdin Chrysanthemum gives you "mums" while your neighbors wait. Starts blooming late June—six to eight weeks earlier than other early "mums"—and continues until November! Most others do not start until September or later.

BEAUTIFUL FLOWERS! Note the beautifully shaped blossoms and the rich bronzy colors, beautifully stained with red and apricot. Note the fluffiness and the size—Aladdin blooms are 2 to 2½ inches across.

HARDY! Aladdin is a hardy variety and will winter well in all climates with ordinary protection.

RUSH YOUR ORDER! Aladdin does not propagate as rapidly as other varieties and we have only a limited supply. Order early.

Prices, strong pot plants, 30c each; 3 for 79c; 5 for 97c.

New Ohio State 'Mum

Ohio State is a beautiful dwarf variety, beautifully clear yellow with anemone-type flowers. Rich, dark green foliage that develops into a bushy form furnishing a display almost as expansive as Azaleamum. One plant carries as many as 50 gorgeous blooms.

Developed and introduced by Walter Engle, President of the Chrysanthemum Society of America. Ohio State scored 89 points at the Columbus Chrysanthemum Show. Was given first class certificate of the Chrysanthemum Society of America.

Prices, strong pot plants, 35c each; 2 for 69c; 4 for 98c; 8 for \$1.77.

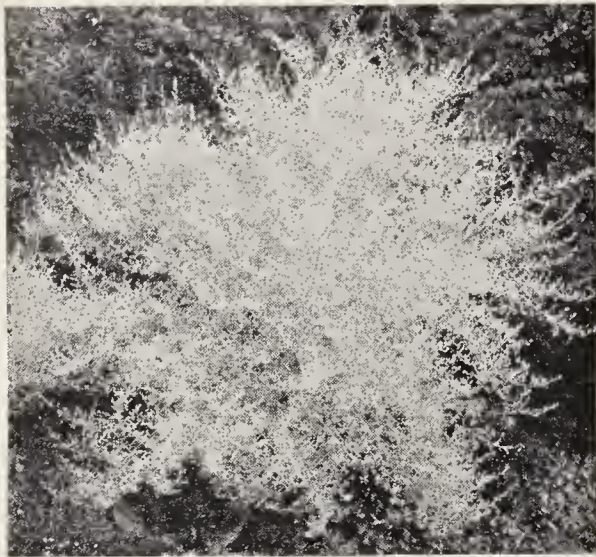
Note: For best results with Ohio State and Aladdin, mulch with straw, leaves or some other protective material at end of blooming season in fall.

Special !

2 Aladdin\$0.60
2 Ohio State69

Total Value ..\$1.29

Special Price 97c



6 Ghost Plant for 87c

(Artemisia—Silver King)

Looks as if dusted with fine silver dust; foliage ghostly, silvery white. Fine background for lower plants of brilliant color. Grows 2 to 2½ feet high; spread 18 inches or more. Very hardy, thrives in sun or shade. Prices: 2-year field-grown plants, 18c each; 3 for 49c; 6 for 87c; 12 for \$1.69.

Midget Hedge

(Teucrium chamaedrys)

6 for 87c

May be sheared to any height up to 12 inches. Foliage dense, glossy green, aromatic, resembling boxwood. Bright rose-colored flowers in late summer. Not evergreen but quickly resumes full leaf each season. Fine for pretty low hedges or borders. Plant 10 inches apart. Prices: 2-year field-grown plants, 18c each; 3 for 49c; 6 for 87c; 12 for \$1.69.



Canterbury Bells

(Campanula medium)

6 for 74c

These are quaint flowers that you surely must order if you value a beautiful garden—large, beautiful flowers on 3-ft. stems. Blooming season May, June and July. Colors blue, rose, white and lilac; state choice. Prices: one-year, field-grown plants, 1 for 17c; 3 for 47c; 6 for 74c; 12 for \$1.49.

Cup-and-Saucer

(Campanula calycanthema)

These are identical with Canterbury Bells excepting that the flowers are double, giving a cup-and-saucer effect as indicated by the name. State color. Same price as Canterbury Bells.



2 New Dianthus from England

Remember you may select a \$1.00 value free with every \$5.00 order that you send us.

These two new lovely Dianthus come from the house of Allwoods in England, the most famous nursery in the world for the production of Dianthus.

Seed Cost 6½ Times as Much as Gold

You can imagine the value of the beautiful new Dianthus Loveliness plant when you realize the enormous price that we paid for the seed to produce it. Gold at the time we bought the seed was priced at \$36.75 per ounce. We paid \$60.00 for only one-quarter ounce of Dianthus Loveliness seed. This was at the rate of \$240.00 per ounce, more than 6½ times the value of gold.

The seed that we bought was just a nice teaspoonful—a tiny quantity that you could blow away with one whiff of your breath.

And yet the seed was worth the price. It was well worth while for us to bring this beautiful and rare flower to you.

And Dianthus Deltoides Erecta is just as worth while as Dianthus Loveliness. Be sure and include both of these fine flowers in your order.

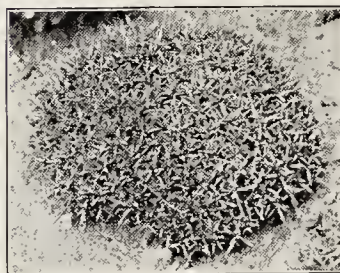


TRADE MARK

(Dianthus neglectus compacta glauca)

This flower is pretty right from the word go. First it appears as a little cushion all soft and fuzzy like the back of a furry kitten. Then in May flower buds appear—hundreds of them—on short, straight stems that bristle out like the quills of a frightened porcupine. And then late in May blooms appear, like a beautiful miniature fireworks display, like hundreds of tiny rockets all exploding at once. Blooms similar to Maiden Pink but pure pink, no markings, about three-fourths inch across, three or four inches tall. Fine for border or rockery. Thrives in ordinary soil.

Prices: 1 for 40c; 2 for 69c; 4 for 98c; 8 for \$1.69.



The picture at the left shows Dianthus Rose Dawn in the "fuzzy kitten" stage—just as pretty as it can be. Foliage is glaucous (bluish tinged), and evergreen all winter.



Dianthus Deltoides Erecta

(Above). Blooms have same dainty markings as maiden pink and same dainty form, but instead of lopping and sprawling they stand up straight and erect—4 or 5 inches high. Foliage glossy and healthy. Fine for borders, rockeries, and beds. Blooms in June. Prices, 2-year field-grown plants: 30c each; 4 for \$1.00; 8 for \$1.75.



Dianthus Loveliness

(Above). More like a dream flower than anything real. Note the lovely form and coloring. Dianthus Loveliness makes a plant similar to a clump of beautiful low ornamental grass; with 25 or more blooming stems to a plant. Blooms quaint lavender in color with beautiful apple green throat. Ultimate height about 24 inches. Blooming season June and July. Prices, hardy two-year-old field-grown plants: 55c each; 2 for 97c; 4 for \$1.79.

Special

1 D. Deltoides Erecta
1 D. Loveliness, and
1 Rose Dawn

all for **89¢**

Dianthus Rose Dawn

PERFECTLY HARDY. Can stand coldest winter weather. Lives through when others die.

EVERGREEN FOLIAGE. Stays green the year 'round. Rose Dawn Dianthus is unusual in this respect. It is a new departure in the field of perennials.

VERY LOW GROWING. Meets the demand for a very low and compact plant for borders and rockeries, or for out-front planting in any garden.

KNOWS ITS PLACE. Does not run wild or otherwise get out of bounds. Keeps its shape.

LONG BLOOMING. Four to six weeks blooming period.

BLOOMS AT DECORATION DAY when flowers are most in demand.

FLOWERS ERECT. Unlike other Dianthus, flowers do not lean with the weight of the dew—no lopping.



Dianthus Rose Dawn blooms in June like the picture shown above. Can stand some shade. One of the most unique and beautiful plants we ever saw. Prices, 2-year field-grown plants: 1 for 40c; 2 for 69c; 4 for 98c; 8 for \$1.69.

Mammoth Size

Large, beautiful trumpets 7 inches long, 5 to 6½ inches across! Green-Throated Lily gives you a tremendous lot of beauty for your money.

NEW!

Green Throated LILY

(Philippinense formosanum)

Everblooming

Apple-green throat! Here is one of the rarest colors to be found in flowers and what a beautiful effect it makes! Most any other flower color can be found in abundance, but the emerald shades are rare. Every lover of unusual flowers should have Green-Throated Lilies!

The color pictures give some idea of Green-Throated Lily's beauty. Outside they are purest white or purest white with beautiful streaks of maroon; inside they are purest white with throat of the most delicate and beautiful apple-green you ever saw—a most beautiful flower!

Everblooming

Green-Throated Lilies make a new record in length of blooming season for Lilies. Starting in August they bloom heavily until stopped by heavy frosts. Often they continue until November first or later.

Price 8 for \$1.97

1 for\$0.40	4 for\$1.15
2 for69	6 for 1.59
3 for97	8 for 1.97

Large blooming size bulbs.

6 Blooming Stalks from One Bulb

Count the blooming stalks in the picture at the left. There are 6 stalks and all of them are from only one single bulb of Green-Throated Lily. Often they produce more. We counted 35 blooming pods on this one plant at one time. Green-Throated Lily is the most liberal flowering of all Lilies.

EVERBLOOMING! And don't forget that Green-Throated Lily is everblooming. Loads of flowers from August until November.

[10]

FROM JAPAN

We went clear to Japan for these new Green-Throated Lily bulbs. We searched the world for strong, blooming size bulbs that could be relied upon to grow for you vigorously. The bulbs we furnish you measure 4 to 5 inches around, guaranteed to bloom the first season if our instructions are followed.



12 Regal Lilies \$1⁰⁰

(Pictured at right)



One of the most beautiful of all Lilies. Hardy! Tall growing! Blooms snowy white with gilded throat and veins of crimson on outside of petals. We have counted as many as 22 mature blooms on one flower head. Blooms June and July. Prices, 18c each; 3 for 39c; 12 for \$1.00; 25 for \$1.89.

New Croceum Lily 2 for \$1⁰⁰

(Pictured at left)



Croceum Lily.

A rarity for your garden! Flowers are beautiful orange-yellow with just a tinge of red and the whole thing is oddly and beautifully peppered with small black spots. Very scarce! Very unique, unusual and beautiful. Prices, 60c each; 2 for \$1.00.

4 for Only \$1⁰⁹

30c each; 12 for \$2.79.

SPECIOSUM LILIES.

Come in two beautiful colors as follows:

Speciosum rubrum. Flowers rosy white spotted with crimson.

Speciosum album. Pure white with green band across each petal.

State choice of colors by name.

CORAL LILY (*Lilium tenuifolium*). A beautiful little scarlet midget and one of the prettiest Lilies in cultivation. Grows 18 inches high, with coral-red flowers.

WHITE JAPANESE

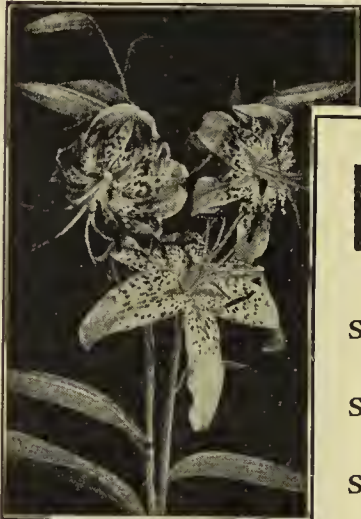
EASTER LILY. Immense trumpet-like blooms of pure white. June to August. Very fragrant.

GOLD-BANDED LILY.

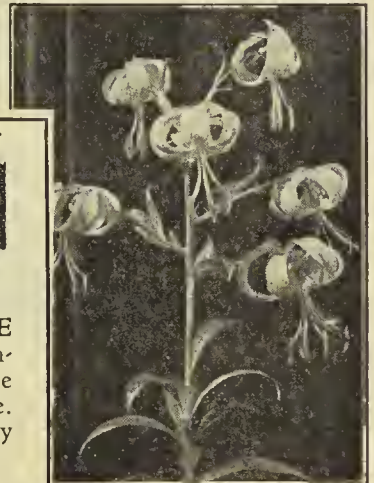
(*Lilium auratum*). Gorgeous broad petals of white with maroon markings. Each petal crossed by a rich gold band. Blooms July and August.

SPECIAL!

1 each these 5 Lilies \$1.37
2 each (10 in all) \$2.37



Speciosum.



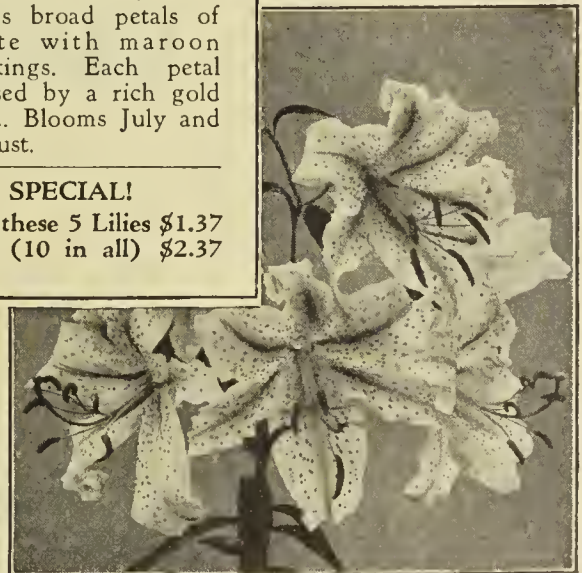
Coral Lily.



White Japanese Lilies.

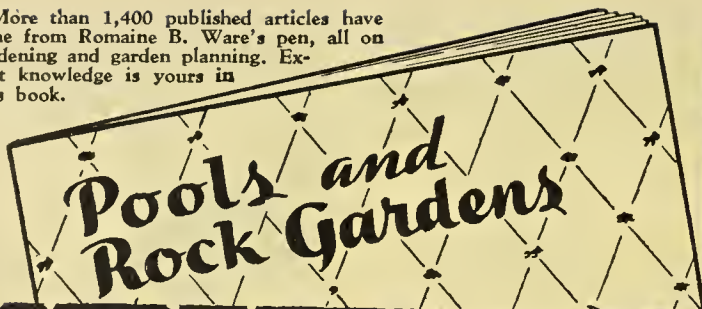
Free \$1 Value

You may select \$1.00 value, your choice, FREE with any order amounting to \$5.00 or more from this catalog.



Gold-Banded Lilies.

More than 1,400 published articles have come from Romaine B. Ware's pen, all on gardening and garden planning. Expert knowledge is yours in this book.



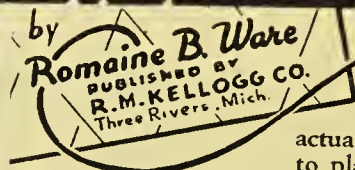
Romaine B. Ware.

MR. WARE says: "Just last month I drove about 1,500 miles gathering information for one article. In August I visited 150 gardens in three days." Such is the painstaking care that goes into these plans, care that guarantees the usefulness of the plans for you.

Over 100,000 Miles of Knowledge Are Yours in This Amazing Book



You Can Have a Beauty Spot Like This.



MR. WARE receives thousands of dollars for his services. You get his latest \$1.25 plan book for only 25c if you use the coupon below. Not theory, but actual diagrams that show you just where and how to place every rock, stone and plant. No tedious study. This book makes your success sure, gives you a beauty spot friends will envy, a source of real pleasure to yourself. Regular price, \$1.25; now yours for only 25c if you use the coupon below. **COUPON NOT GOOD AFTER MARCH 31ST.**

ROMAINE B. WARE actually has studied thousands and thousands of back yards to determine the best plans for you. He has driven over 100,000 miles in this work and has learned definitely what you can and cannot do. He has learned how to create spots of beauty that you yourself can construct with your own hands—EASILY! He diagrams his instructions so that you can follow them. There is very little reading to bore you. You will know just what to do. You cannot go wrong.

ECONOMICAL—EASY!

Again we emphasize that Mr. Ware has travelled over

100,000 miles talking with back yard gardeners to discover their garden needs. With this knowledge he has drawn plans that require only a very small investment or no investment at all. **Often all the construction materials can be had free.** How would you like to have a beauty spot like the one shown on this page? It will cost you very little if you let Mr. Ware show you how.

It is not necessary that you construct both a pool and rock garden. All plans are drawn in such a way that either may be constructed separately and beautifully.

For a limited time only, we are making a special offer on these plans. Take advantage of this offer today—do not let the valuable coupon expire.

Free!

Clip this coupon. It is yours, **FREE**, and when used before midnight of March 31st, has a value of \$1.00 toward the purchase of one book, "Pools and Rock Gardens," by Romaine B. Ware. The regular price of this book is \$1.25, leaving you only 25c to pay. Send stamps or coin. Coupon not good otherwise. **Coupon not good after midnight, March 31st.**

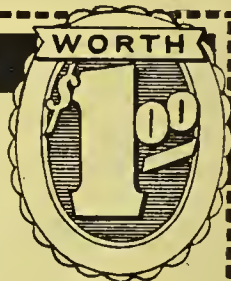
Your Money Back

If you do not agree after receiving the book, "Pools and Rock Gardens," that it is a real \$1.25 value, we will cheerfully refund your 25c.

These plans are designed especially for Kellogg customers, and we want every Kellogg customer satisfied.

R. M. Kellogg Co.
Three Rivers, Mich.

VALUABLE COUPON



R. M. Kellogg Company, Three Rivers, Mich.

Enclosed find 25c (stamps or coin), for which please send me one copy of Romaine B. Ware's book, "Pools and Rock Gardens"—plans in diagram form. This coupon is worth \$1.00 and this, plus the 25c enclosed, makes \$1.25 which is the regular price of the book. Book is to be sent postpaid.

Name

Address

Town State

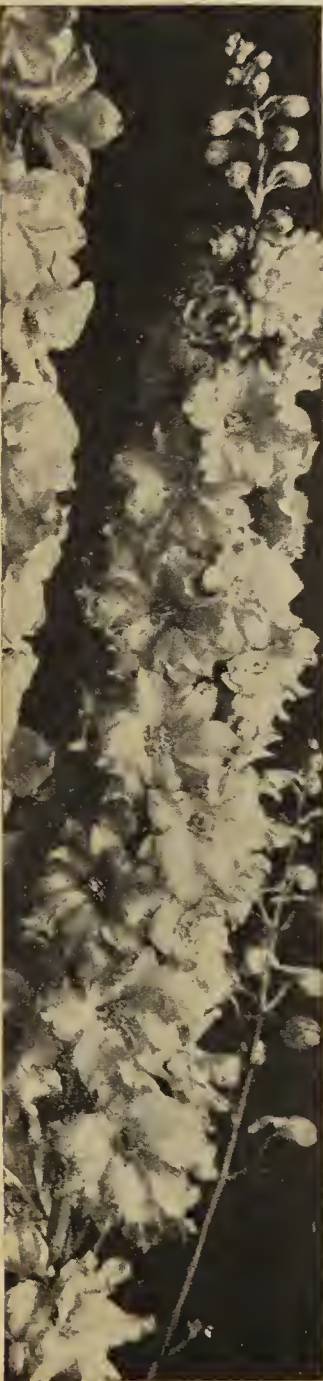
(Coupon not good unless accompanied by 25c in stamps or coin. Coupon applies only to book "Pools and Rock Gardens.")

NOT GOOD After MARCH 31st

A

Acer	47
Achillea	15
Agrostemma	15
Ajuga	15
Alkanet	21
Alpine Midget Rose ...	30, 31
Althea	42
Althea rosea	54, 55
Alyssum	19
American Ivy	40
Ampelopsis	40
Amygdalus	46
Anchusa	14, 21
Anemone	14, 15, 54
Anthemis	15
Aquilegias	6, 7, 15
Arahis	14
Arhor-Vitae	35

Arenaria Montana (Sandwort). Dense evergreen trailing plant. Forms perfect carpet. Small flowers like Morning Glories, white, in May. Does not grow over two inches high. **Prices, 20c each; 3 for 49c; 6 for 93c.**



Double Hollyhock Delphinium.

INDEX

Armenian Cornflower	23
Armeria	17
Aronia	44
Artemisia	8
Ash	47
Asters	13, 15, 61
Asters, Dwarf	4, 5
Auhricia	14
Azalea	34, 35
Azaleamum Front Cover, 4, 5, 40

B

Baby's Breath	19
Baby's Breath, Creeping ..	16
Baptisia	14
Barberry	48, 49
Beard Tongue	15
Beauty Berry	42
Beauty Bush	44
Beauty Bush Cherry	48
Bellflower	61
Berberis	48, 49
Betula	47
Birch	47
Bittersweet	40
Blanket Flower (Gaillardia) ..	13
Blazing Star	62
Bleeding Heart	20
Bluehead Grass	16
Bluehells	14
Blue Flax	16
Blue Fringed Daisy (Flea- hane)	16
Blue Gem Pentstemon	15
Boston Ivy	40
Bridal Wreath	45
Bronze Glory	46
Buddleia	38, 39, 44
Bugle Plant	15
Burning Bush	45
Bush Cherry	48
Butterfly Bush	38, 39

Calamint (*Calamintha alpina*). Graceful aromatic plant, grows 6 inches high. Spikes of purple flowers in June. **Prices, 20c each; 3 for 49c; 6 for 93c.**

C

Callicarpa	42
Callirhoe	14
Calluna (Heathers) ...	34, 35
Calycanthus	42
Campanula	8, 14, 15
Campion	17
Candytuft	17
Cannas	22
Canterbury Bells	8
Carnations	13, 23, 56, 57
Carpathian Harebell	15
Catalpa	47
Celastrus	40
Centaurea	23
Cerastium	14
Cercis	47
Chinese Delphinium	54
Chinese Elm	47
Chinese Wisteria	36
Chokeberry	44
Chrysanthemums	2, 3, 6, 7, 40
Chrysanthemum maximum ..	54
Clematis	36, 37

Clematis Paniculata	36
Climbing Roses ...	24, 30, 31
Coat Flower	18
Columbine	6, 7, 15
Coneflower	62
Coralbell	16
Coreopsis	61
Cornflower	23
Cornus	42, 44, 45
Crataegus	46
Cup and Saucer	8
Cydonia	42

D

Dahlias	13, 38, 39
Daisies	54
Daphne	34
Day Lilies	21
Dazzler Carnation	56, 57
Delphiniums	54, 56, 57
Deutzia	41, 42
Dianthus 8, 9, 13, 19, 23, 56, 57
Dicentra	20
Diervilla	43, 44
Digitalis	62
Dogwood	42, 44, 45
Dragonhead, False	18
Dropmore	14
Dwarf Asters	4, 5

E

Elder	43
Elaeagnus	42
English Violets	58
Erecta Dianthus	8, 9
Erigeron	16
Eryngium	16
Eulalia japonica	16
Euonymus	40, 45
European Cranberry	43
Evening Primrose	19
Evergreens	34, 35
Evergreen Bittersweet	40



Edelweiss.

Edelweiss (*Leontopodium alpinum*). This is the flower for which Alpine lovers endanger their lives, proving their devotion by bringing it from dangerous spots to their sweethearts. Grows only 4 to 5 inches high. Leaves are silvery in color with pale yellow flower heads. The entire plant is woolly-like. Very unusual. **25c each; 5 for \$1.00.**

Double Delphiniums 3 for Only \$1.00

Hollyhock Strain — Every One Guaranteed

Everyone loves beautiful double Hollyhock Delphiniums, but ordinarily when you buy Hollyhock Delphiniums only a portion of them are truly double. These plants are plants that we marked in our field at blooming time and every one is guaranteed to be a true double Delphinium. They come in shades of blue, old rose, pink, lavender and purple, mixed colors only. We have only about 1000 of these on hand so you will have to order promptly. **Prices, 3 for \$1.00; 6 for \$1.85.**

[12A]

F

False Dragonhead	18
False Indigo	14
False Spirea	44
Festive Wall Cress	14
Festuca Glaucia	16
Fleahane	16
Flowering Cherry	38, 39
Flowering Ornamentals, Al-	mond, Thorn, Plum, Crah,
etc.	38, 39, 46, 47
Flowering Peach	46
Flowering Quince	42
Forget-me-not	18
Forsythia	41
Foxgloves	62

FRUIT BOOK — FREE
See Next Page.

G

Golden Flax	19
Gaillardia	13
Garden Books	12
Garden Pinks	13
Garland Flower	34
Germander (same as midget hedge)	8
Geum	21
Ghost Plant	8
Gladiolus	25-29
Globe Flower	20
Golden Bell	41
Golden Elder	43
Golden Spirea	41
Grasses, Ornamental	16
Great Sea Lavender	14
Green-Throated Lilies	10
Ground Ivy	13
Gypsophila	16, 19

H

Hansen's Bush Cherry	48
Heathers	34, 35
Hedges	8, 48, 49
Helen Flower (Helenium) ..	21
Helianthemum	16
Hemerocallis	21
Hen and Chickens	18
Heuchera	16
Hibiscus (Rose of Sharon) ..	42

Hibiscus. A giant among perennials. 4 to 5 feet high. Fine foliage; blooms like single hollyhock, very showy. **Prices, mixed colors only, 3 for 49c or \$1.00 per doz.**

Hills of Snow	41
Hollyhocks	54, 55
Honeysuckle, Bush	41, 45
Honeysuckle Vine	36
Hydrangeas	41
Hypericum	16

I

Iberis	17
Iceland Poppies	21
Ivy	40

J

Japanese Anemone	54
Japanese Azalea	34, 35
Japanese Bellflower	61
Japanese Maple	47
Japanese Plume Grass	16
Japanese Quince	42

Japanese Spurge (*Pachysandra terminalis*). Dense masses of lustrous green leaves. Trailing plant. 9 to 12 inches high. Perfect ground cover for shady places. Thrives under evergreens or anywhere. Practically evergreen. If an immediate effect is desired, use 3 plants to each square foot. **Prices, 2-year plants, 25c each; 3 for 69c; 5 for 97c; 10 for \$1.79; 25 or more at 15c each.**

Jethead	42
Judas Tree	47
Juniper	34

K

Kansas Gayfeather (Blazing Star)	62
Kenilworth Ivy	17
Kerria	42
Kolkwitzia	44

INDEX—Continued.

L	
Lathyrus	16
Lavandula (See Sweet Lavender)	
Leadwort	18
Leontopodium..(See Edelweiss)	
Liatris	62
Ligustrum	49
Lilacs	43, 44
Lilies, Day	21
Lilium (Lilies)	10, 11
Linaria	17
Linum Perenne	16
Linum Flavum	19
Lodense Privet	48
Lombardy Poplar	47
Lonicera	36, 41, 45
Loveliness, Dianthus	8, 9
Lupines	17
Lychnis	17
M	
Madwort	19
Maiden Pink	9, 19
Maltese Cross	17
Malus	46
Maple Trees	47
Marguerites	15
Meadow Rue	19
Michaelmas Daisy	61
Midget Hedge	8
Milfoil	15
Miracle Peat	52-B
Mock Orange	42, 43
Monarda	17
Mountain Ash	47
Mountain Bluet	23
Mountain Daisy	15
Mountain Thyme	18
Mullein Pink	15
Myosotis	18
N	
Nepeta	18
O	
Oenothera	19
Oswego Tea (Ragged Gypsy)	17
P	
Pachysandra (See Japanese Spurge).	
Painted Daisies	19, 54, 55
Pansies, Tufted	58
Papaver	21
Pasque Flower	14
Pea, Perennial	16
Peat Moss	52-B
Pentstemon	15
Perennials	2-9, 13-21, 23, 50, 52-63
Persian Daisies	19
Persian Lilac	43
Phalaris	16
Philadelphus	42, 43
Philippinense Lilies	10
Phlox	17, 20, 50, 58, 59, 60-63
Phlox subulata	17
Physocarpus	41
Physostegia	18
Pines	35
Pinks	13
Platycodon	61
Plumbago	18
Polyantha Roses	30, 31
Polygonum	36, 37
Poplar (Populus)	47
Poppies	21
Poppy Mallow (Wine Poppy)	14
Primula (Primrose)	55
Privet	49
Prunus	46
Purple Fringe (Smoke Tree)	45
Pussy Willow	47
Pyrethrum	19, 54, 55
Q	
Quince	42
R	
Ragged Gypsy	17
Red Bud	47
Red Hot Poker	16
Rhodotypos	42
Rhus	43, 45
Ribbon Grass	16
Rock Cress	14
Rock Garden Books	12
Rosa Rouletti	30, 31
Rose Campion	17
Rose Dawn Dianthus	8, 9
Rose of Sharon	42
Roses	22-24, 30-33, 64
Rudbeckia	62
Rugosa Roses	24
Russian Olive	42

S	
St. John's Wort	16
Salix	47
Sambucus	43
Sandwort (See Arenaria).	
Saponaria	19
Scabiosa	61
Scarlet Campion	17
Scotch Heathers	34, 35
Sea Holly	16
Sea Lavender	14
Sea Pink	17
Sedums	18, 21
Sempervivum	18
Sbasta Daisies	54
Shrub Roses	24
Shrubs	34-49
Silver Blue Juniper	34
Silver King	8
Silver Lace Vine	36-37
Sky Blue Daisy	13
Smoke Tree	45
Snowball	43, 45
Snowberry	41
Snow-in-Summer	14
Soapwort	19
Sorbaria	44
Sorbus	47
Spanish Bayonet	14
Spanish Evergreen	17
Speedwell	19
Spirea	41, 43, 44, 45
Spruce	35
Statice	14
Stokes Aster (Stokesia)	13
Striped Ribbon Grass	16
Sumac	43
Sun Rose	16
Sweet Autumn Clematis	36
Sweet Lavender (Lavandula Vera). Showy ornamental plant 18 inches high. Loads of fragrant lavender flowers. July-August. Fine for border or perennial hedge. 20c each; 3 for 49c; 6 for 93c.	
Sweet Shrub	42
Sweet William	13
Symphoricarpos	41
Syringa	42-44
T	
Tamarix	43
Teucrium	8
Thalictrum	19
The Pearl	15
Thymus	18
Tickseed	61
Tiger Flower (Tigridia)	6, 7
Torch Lily (Red Hot Poker)	16
Trees	38, 39, 46, 47
Tritoma	16
Trollius	20
Truehedge Columberry	49
Tufted Pansies	58
Tunica	18
U	
Ulmus	47
Umbrella Tree	47
Ural False Spirea	44
V	
Veronica Longifolia (Bluebird Flower). Flower spikes like pretty kitten tails that some mischievous youngster has dipped into rich blue ink. Two feet high. Stands dry location, extra fine. Prices, 2-year, field-grown plants, 25c each; 5 for 97c.	
Veronica	19
Viburnum	43, 45
Vines	36, 37, 40
Violas	58
Violets	53
Virginia Creeper	40
W	
Weeping Birch	47
Weeping Willow	47
Weigela	43, 44
White Kerria	42
Wine Poppy	14
Wisteria	36
Wood Anemone	15
Y	
Yarrow	15
Yucca	14

Write For FREE BOOK of Strawberries and Other Fruits



Yields of 5,000 to 15,000 quarts of high-grade berries per acre are not uncommon with Kellogg Thorobred Plants, and yields of 4 quarts per plant have been produced by careful cultivation.

Strawberries, raspberries, blackberries, grapes, fruit trees, asparagus, rhubarb—all these and other fruits are described and pictured in this beautiful fruit book.

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Blue! Blue! Blue! Lamartina is the richest of all blue Delphiniums—always blue, the deepest, richest, purest blue you ever saw. Blooms middle of June until mid-October or longer. Simply loaded with spike after spike of rich blue flowers. Prices, 20c each; 3 for 49c; 6 for 93c; 12 for \$1.69.



4 for
49c]

SEND US
4 NAMES
See Free Offer
on page 51.

Here is where 49c buys \$1.00 value. With this collection you get one Decorative Dahlia, one Show Dahlia, one Peony-Flowered Dahlia and one Cactus-Flowered Dahlia. These will be our choice, but each variety will be labeled so that you can identify them. Order as many collections as you wish and we shall try to give you a different variety for each root that you receive. All are fine, high grade varieties that will delight you. Price, only 49c for the four, postpaid.

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Many of the finest bargains ever offered in nursery stock are to be found on this page and following pages. Valuable articles come in small parcels. Read the bargains — you may find the finest of your desires satisfied here for less money.

Cent
6 of the Perennials
below
only **67¢**

16c each; 3 for 45c; 6 for 67c; 12 for \$1.19.



HARDY CARNATION
(*Dianthus, Grenadin*).
All the joys of hothouse Carnations right in your own garden. Six plants, mixed colors, red, pink and white.



GARDEN PINK (*Dianthus plumarius*). An old-fashioned beauty. Continuous bloom of lively pink all summer. 8 to 10 inches high. Very fragrant. Fine for edging old-fashioned gardens.



SKY BLUE DAISY
(*Aster subcoeruleus*). A pretty blue daisy with golden yellow center. One of the prettiest little flowers you can imagine. Grows only 10 to 12 in. high. Makes a beautiful border. Fine for beds or rockery.



GAILLARDIA. New Dazzler variety. Flowers orange-yellow with red centers. Blooms all summer and fall. Very brilliant. Fine for cutting.



SWEET WILLIAM
(*Dianthus barbatus*).
Two choice varieties: Scarlet Beauty or Newport Pink. State choice.

CRIMSON GARDEN PINK (*Dianthus latifolius*). (Not shown). The richest, reddest, hardy garden pink ever. 8 to 12 inches high. Blooms all summer.

FREE FRUIT BOOK

Send for a copy of Kellogg's "Great Crops of Strawberries and Other Fruits." See page 12B.



STOKES' ASTER (*Stokesia cyanea*). Delightfully ruffled blue flowers 3 to 5 inches across. 18 inches high. Blooms August and September. Easy to grow.



ANCHUSA ITALICA.
(Dropmore). Fine 3 to 4 feet high border plant with heads of pretty blue flowers in June. Broad pubescent (hairy) leaves.



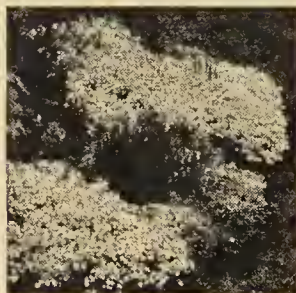
PASQUE FLOWER
(*Anemone pulsatilla*). A delightful early spring flower—April and May—large violet-blue. 9 to 12 inches high. Likes sun or shade.



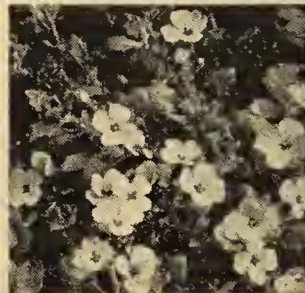
SPANISH BAYONET
(*Yucca filamentosa*). Gives a Mexican touch to your garden. Spikes 3 to 5 feet high with creamy white, inverted flowers rising from swordlike, evergreen foliage.

Any 5 of these Perennials for Only 87¢

Strong, sturdy, field-grown plants:
22c each; 3 for 59c; 5 for 87c; 10 for \$1.59.



ROCK CRESS (*Arabis*).
Grows 6 inches high. Masses of bloom in April. Three varieties:
Alpina. White flowers.
Alpina rosea. Pale pink flowers.
Alpina Billiardi rosea. New variety. Lavender-pink flowers. More erect than most kinds. Blooms in May.



FALSE WALL CRESS
(*Aubrietia Hybrids*). Just alive with pretty flowers of pink and lavender shades in spring and early summer. Glaucous green foliage. 5 to 8 inches high.

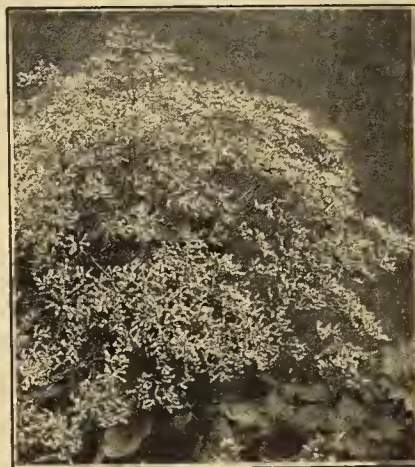
Kellogg's
MIRACLE PEAT
is good for plants.
See page 52B.



FALSE INDIGO (*Baptisia australis*). Makes a large, bushy plant 2½ to 3 feet high just covered with long spikes of dark blue, pealike flowers. Blooms in June. Very hardy. A beautiful addition to your garden.

Send us
four names—
REWARD.
See page 51.

GREAT SEA LAVENDER
(*Statice latifolia*). Gives a beautiful misty effect when in bloom. Produces myriads of minute purplish blue flowers in feathery fashion. 12 to 15 inches high. July and August. Large, leathery, dark green leaves. Fine for border or rockery. Excellent dried bouquets.



WINE POPPY (*Callirhoe involucrata*). Rich purplish crimson poppy-like flowers with beautiful ivory-white centers. Blooms from early summer to late fall. Grows 8 inches high, 2 inches across. One of the most delightful little flowers you ever saw.



BLUEBELLS OF SCOTLAND (*Campanula rotundifolia*). Clear blue flowers on stems 12 inches high. The true Harebell or Bluebell of literature. Blooms June to August. Very pretty. Easy to grow.



SNOW - IN - SUMMER.
(*Cerastium tomentosum*). A succession of bloom all summer. Flowers white, foliage silver-gray. Grows 6 to 8 inches high. Very spreading habit.



THE PEARL (*Achillea ptarmica*). Pure white, daintily beautiful flowers all summer. 12 to 18 inches tall. Fine for edging or border. Easy to grow.



BUGLE PLANT (*Ajuga reptans*). Fine, fast spreading plant for carpeting. Grows dense. Likes shade or sun. Pretty blue flowers May and June. Easy to grow.



MULLEIN PINK (*Agrostemma coronaria*). Bright crimson flowers in June. Foliage wonderful silvery gray. Fine in shade or sun. Grows 2 feet high. Excellent border plant.

Any of these **6 Perennials** *for Only* **79¢**

17c each; 3 for 49c; 6 for 79c; 12 for \$1.47.



WOOD ANEMONE (*Anemone sylvestris*). Lovely pure white flowers 10 to 12 inches high. Does well either in shade or sun. Blooms during May and June. A flower that should be in every garden.



HARDY MARGUERITE (*Anthemis tinctoria*). Golden yellow, daisy-like flowers all summer. Fernlike foliage. Grows 2 feet high. Excellent for cutting. Thrives in any soil.



ACHILLEA TOMENTOSUM. Pretty bright yellow flowers 6 to 8 inches high. Foliage woolly and carpet-like. Blooms July to September. Hardy, long blooming; easy culture.

ACHILLEA AGERATUM. Same as above but slightly higher and foliage silver instead of green.



MOUNTAIN DAISY (*Aster alpinus*). Beautiful lavender-blue flowers with orange center. 5 to 10 inches high. Blooms May and June.

AQUILEGIA (Columbine)

4 for 57c

Red, pink, blue, purple, white and yellow—all these colors come in these long-spurred Scott Elliott Hybrids. These cheerful flowers should be in every garden. Grow 3 feet high. Plants are hybrids and we cannot guarantee colors. Prices, 18c each; 4 for 57c; 6 for 79c; 12 for \$1.47.



Aquilegia.



CARPATHIAN HAREBELL (*Campanula carpatica*). Here is one of the prettiest little blue flowers you ever saw. They grow upright and dainty on rigid little stems. Crinkled foliage of lustrous deep green. A wonderful little gem for border or rockery. (Pictured at left).

Kellogg's
MIRACLE PEAT
 Makes Plants Grow.
 See page 52B.



BEARD TONGUE (*Pentstemon barbatus* Torreyi). Deep coral-red flowers occurring nearly full length of 3-foot stems. Blooms constantly during July and August. Fine for backgrounds.

PENTSTEMON, BLUE GEM. (*Pentstemon heterophyllus*). Dwarf variety with flowers of metallic blue. Excellent cut flower. Long blooming, June to September. Height 12 inches.



Cent **6** of these *Perennials* for Only **93¢**

Strong, sturdy, field-grown plants, 20c each; 3 for 49c; 6 for 93c; 12 for \$1.69.



BLUE FRINGED DAISY (*Erigeron speciosus*). Flowers large and violet-blue with yellow centers. Blooms June and July. Grows 2 feet high. Fine for cutting.



JAPANESE PLUME GRASS (*Eulalia japonica*). Gives beautiful effect as it waves in the breeze with the sun sparkling on it. Leaves long and narrow with silvery gray plumes arising 6 to 7 feet.

STRIPED RIBBON GRASS (*Phalaris arundinacea variegata*). Leaves striped with white. Grows 18 inches tall. Very ornamental.



SEA HOLLY (*Eryngium amethystinum*). True Blue Thistle. Delightfully bizarre. Grows 2 feet high. Beautiful during July and August. Good for dried bouquets.



PINK CORALBELL (*Heuchera brizoides*). Long, July to September, blooming period—rich green, beautiful foliage. Dainty coral-pink flowers 12 to 18 inches high.



BLUEBEARD GRASS (*Festuca glauca*). One of the bluest of blue-foliaged perennials. 12 to 15 inches high in attractive clumps. Foliage fine cut, excellent for edging.



PERENNIAL PEA (*Lathyrus latifolius*). Like Sweet Peas excepting not fragrant. Quickly climbs any support. Hardy. Three colors, red, pink and white. State color.



CREeping BABY'S BREATH (*Gypsophila repens*). Showers of white blossoms in July and August. Creeping habit. May also be had in pink. State color wanted.



BLUE FLAX (*Linum perenne*). Flowers that bring a bit of the clear blue sky down to you. Each day brings forth new blooms. 18 inches high. Blooms during August. Foliage distinctly bluish.



HYPERICUM REPENS (*St. John's Wort*). Extremely prostrate fernlike foliage; large, brilliant yellow flowers. July and August. Succeeds most anywhere. Very pretty.



RED HOT POKER (*Trioma Pfitzeri*). (Shown at left). You'll gasp at the illusion of real live flaming fire these flowers produce. 3 ft. high. August to October.

For Golden Flax, see page 19.



ROSE CAMPION (*Lychnis viscaria splendens*). Brilliant red flowers in June and July. One foot tall. Easy to grow.



MALTESE CROSS (*Lychnis chalconica*). Showy flowers of most vivid scarlet in July. Grows 2 ft. high. Very brilliant in the garden.



SCARLET CAMPION (*Lychnis Haageana*). Red in a variety of shades—scarlet, orange-scarlet, pink and crimson. Blooms continuously June, July and August. Likes partial shade. Hybrid—random colors only. Flowers 2 inches across. 12 inches high.

KENILWORTH IVY (*Linaria cymbalaria*).

The daintiest of all trailing vines and the "Tom Thumb" of them all. A wonder for endurance of bloom. Keeps it up all summer with minute, lavender-pink flowers. Beautiful foliage.



Kenilworth Ivy.

Any 6 of these Perennials for Only 93¢

Strong, sturdy, field-grown plants, 20c each; 3 for 49c; 6 for 93c; 12 for \$1.69.



Spanish Evergreen—Candytuft.

SPANISH EVERGREEN (*Candytuft—Iberis semper-virens*). Pretty, white-flowering, evergreen perennial. Blooms in May; succeeds in ordinary soil. Grows 8 to 12 inches across. Hardy.



Sea Pink.

SEA PINK (*Armeria maritima*).

Very, very pretty plant with heads of delicate pink flowers 8 to 12 inches high. Blooms June and July. Evergreen foliage 4 to 6 inches high. Excellent for borders. Good for the rockery. Easy to grow; hardy.



RAGGED GYPSY (*Monarda didyma*). This is indeed the beautiful Ragged Gypsy of the flower world. Flowers brilliant crimson June till August. Very brilliantly colored. 2 feet high.



LUPINES (*Lupinus polyphyllus*). Handsome foliage, handsome, pea-shaped flowers. 2 to 3 feet high. Blooms June to August. Colors blue, pink, white. State choice.



CREeping PHLOX (*Phlox subulata rosea*). Makes a beautiful blanket of pink in the early spring. Foliage evergreen and mossy. May also be had in white.

\$1.00 Value Free—See Page 52



HARDY FORGET-ME-NOT (*Myosotis palustris semperflorens*). Does well in ordinary soil, but particularly likes a moist location. 4 to 6 in. high. Flowers sky-blue; blooms from May to September.



COAT FLOWER (*Tunica saxifraga*). Tiny, shimmering flowers of pretty pink that seem to float over beautiful low, green foliage. Fine for rockery or border.



FALSE DRAGONHEAD (*Physostegia virginica*). Flowers similar to snapdragons. Mauve-pink variety. Blooms in August. Very showy. Grows 18 to 20 inches high.

Cent **6** of these *Perennials* for Only **93¢**

Strong, sturdy, field-grown plants:
 20c each; 3 for 49c; 6 for 93c; 12 for \$1.69.

See page 21
 for the
 Aristocrat
 of Sedums.

Sedums (Hardy Stonecrops)

See page 21
 for the
 Aristocrat
 of Sedums.



SEDUM SPECTABILE, BRILLIANT. Grows upright 12 to 18 inches high. Broad leaves, sparkling red flowers.



SEDUM ALBUM. Grows about 3 inches high. Very small leaves, white flowers.



SEDUM KAMTSCHATICUM. Grows 6 to 8 inches high. Has beautiful broad, green leaves and yellow flowers. One of the best Sedums.

SEDUM REFLEXUM. (Not shown). A creeping Sedum with vine-like habit. Foliage very beautiful; flowers yellow.



SEDUM SPURIUM COCCINEUM. Crimson blooms and pretty dark green foliage. Grows about 6 inches high.

SEDUM DASYPHYLLUM. A new Sedum. (Not shown). Thick-set, glossy bluish gray beads; very dwarf and extremely attractive.

HEN AND CHICKENS (*Sempervivum tectorum*). (Shown at right). Broad rosettes. Green leaves with brownish tips; pale red flowers. A popular favorite especially in rockeries. Will grow in cracks or crevices where other plants fail.



GROUND IVY (*Nepeta Mussini*). Dwarf, compact plant with silvery gray foliage producing myriads of lavender-blue flowers all spring and occasionally during summer. Fine for edging.



MOUNTAIN THYME (*Thymus serpyllum*). Fine for ground cover where grass fails to grow. Has many small, lilac-purple blooms. Can be walked upon or mowed.



PLUMBAGO LARPENTAE (*Leadwort*). Dwarf, spreading plant. Flowers about 1 inch across, clear deep blue. Grows 6 to 8 inches high. Excellent for border or rockery.

FREE FRUIT BOOK
 If interested in Strawberries and other fruits, see **FREE BOOK** offer on page 12B.



PERSIAN DAISIES (*Painted Daisies; Pyrethrum*). Select hybrids in wide color range from red to light pink and white—bright, gay, youthful colors expressive of cheerfulness and simplicity. Fine for borders or backgrounds. Grow 2 to 3 feet high. Bloom May and June. Mixed colors only.

Cent 6 of these Perennials for Only 79¢

Sturdy, field-grown plants, 18c each; 4 for 57c; 6 for 79c; 10 for \$1.27.



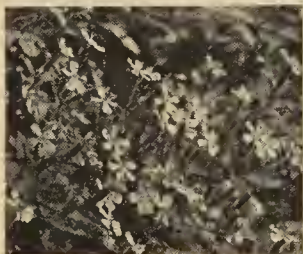
BABY'S BREATH (*Gypsophila paniculata*). Beautiful as a foreground to shrubbery or for hiding unsightly places. Fine for rockeries; fine for trimming bouquets; exceedingly graceful and charming. Mistlike in effect. Grows 2 to 3 feet high.



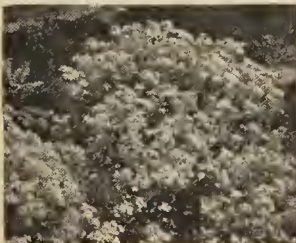
MEADOW RUE (*Thalictrum*). Fine border or background plant that grows 2 to 3 feet high. Blooms during June and July. Unusually beautiful foliage. Two varieties.

Thalictrum aquilegifolium. Purple flowers; foliage like Columbine.

Thalictrum adiantifolium. Fernlike foliage with tiny pure white flowers.



SAPONARIA OCYMOIDES (*Soapwort*). Prostrate plant producing myriads of rosy pink blossoms in May and June. Extremely hardy. Does well almost anywhere.



ALYSSUM (*Madwort*). Fine border or rock plant with masses of bright yellow flowers. Two kinds as follows; state choice:

Saxatile compactum. Green leaves, yellow flowers. Blooms in May.

Argenteum. Silver foliage, yellow flowers. Blooms in June and July.

Both grow 12 to 15 inches high and are fine for either rockery or border. Easy to grow.



MAIDEN PINK (*Dianthus deltoides*). One of the prettiest of border or rock garden flowers. Neat mats of foliage, profuse bloomer. Flowers tiny and delicate. Crimson. Grasslike leaves.



VERONICA incana (*Silver Speedwell*). Pretty blue flowers in spikes as shown; silvery gray foliage. Grows 12 inches high. Very pretty.

Amethystina. (Not shown). Spikes of rich royal blue flowers June and July. 10 to 12 in.

Teucrium. (Not shown). Pretty lively blue flowers May and June. Dense growing; dwarf, 6 to 12 inches high.



Evening Primrose.

EVENING PRIMROSE (*Oenothera*). One of the most beautiful little flowers you ever saw. Pretty little yellow cups about 2 inches across. 10 to 12 inches high. Bloom June till October. Fine for border or rockery.



Golden Flax.

GOLDEN FLAX (*Linum flavum*). Pretty bits of dancing gold in your garden. Blooms May to August. About 18 in. high. Hardy, easy to grow. All lovers of pretty yellows should have this flower.

Kellogg's
MIRACLE PEAT
Double Your Success.
See page 52B.

Prices all plants at top of page.

8 Hardy for 99¢
Phlox

Each a different variety and color.
HARDY! Strong, field-grown plants, same quality as our highest priced collections, but varieties not labeled. Only a very fortunate circumstance makes this offer possible. Thousands will take advantage of it, so hurry your order while the supply lasts.

Free

One New Phlox
BORDER QUEEN

will be sent to you
FREE with the Collection
above if you **ORDER AT ONCE**

Order the collection above at once and we will send you one Border Queen, the beautiful new Phlox shown in colors on page 63, free, making 9 Phlox in all. This offer is for those who order promptly and we cannot guarantee to give the Border Queen free if you wait more than 30 days after receipt of catalog. Do not delay.

Border Queen. (Also shown in color, page 63).

3 for 79¢

Here are three of the finest and prettiest perennial flowers you ever saw. Any of these three will do well either in shade or sun; moist soil or dry soil.

Prices, 30c each; 3 for 79c; 6 for \$1.47.

Trollius (Globe Flower)

Amazingly beautiful orange-yellow with fluffy stamens of still richer color. Seems to glow with its own hidden fire. Beautiful dull green foliage; flowers 1½ to 2 inches in diameter on stems 1 to 2 feet tall. A most delightful flower. Prices above.

Bleeding Heart

(*Dicentra spectabilis*)

Truly heart-shaped flowers with pendants like little drops of blood. Should be in every garden. Grows about 24 inches high.

Plumy Bleeding Heart

(*Dicentra eximia*)

Beautiful dwarf variety with rosy red flowers. Particularly fine fernlike foliage. Blooms all summer. Grows lower than the old-fashioned Bleeding Heart. You should plant both.

Bleeding Heart.

Plumy Bleeding Heart.

Trollius—Globe Flower.



Dwarf Alkanet

(*Anchusa*
Myosotidiflora)

New! Here is one of the prettiest little blue flowers you ever saw. Color and shape of flowers the same as Forget-me-not. Grows about 12 inches high. Blooms during May and June with myriads of pretty blue flowers. Very hardy; does well in shade.

Prices: 30c each;
4 for 99c.



Day Lilies

Bloom all summer if a number of varieties are planted, such as listed below.

Flava (Lemon Lily). Grows 2½ to 3 feet. Fragrant, lemon-yellow flowers in June.
Florham. 3 to 3½ feet. Large, golden yellow with darker markings. June and July.
Dr. Regel. 1½ to 2 feet. Fragrant, orange-yellow flowers May and June.
Kwanso. 2 to 2½ feet. Double flowers of bronzy orange. July and August.
Thunbergi. 3 to 3½ feet. Pale yellow trumpets in July.

Prices: 20c each;
6 for 97c; 12 for \$1.79.

Unusually Fine



3 ICELAND POPPIES 87c

(*Papaver nudicaule*)

The smaller your yard, the more important that you have Iceland Poppies, for they bloom all summer. Flowers 1 foot high. Beautiful fernlike foliage. Colors pink, yellow, orange, white—mixed colors only. Order promptly as supply is limited.

Prices, 35c each; 3 for 87c; 6 for \$1.59.



Sedum Sieboldi

The aristocrat of Sedums! Foliage round and a beautiful gray-blue, borne thickly upon stems 6 to 8 inches long. Flowers of rare pink. August and September. Do not omit this rare plant from your garden.

Prices: 25c each; 5 for 97c



Geum

Beautiful and quaint!
Two colors as follows:

Mrs. Bradshaw. Bright red flowers May to July. 12 to 15 inches high. Adaptable to low borders or rock gardens.

Lady Stratheden. Flowers rich golden yellow. An ideal companion plant for Mrs. Bradshaw. Same height.

Prices: 25c each;
4 for 79c.



Helen Flower (*Helenium*)

Two varieties as follows:

Riverton Gem. A pretty little miniature sunflower for your garden. Flowers are dark in color in shades of old gold and red suffused in magic fashion. Grows 3 to 4 feet high. Flowers 2 inches across. Blooms August to October. Likes sun. Prices: 20c each; 6 for 97c; 12 for \$1.79.

Riverton Beauty. Same as above in height and habits, except flowers are lemon-yellow with dark disc. Very attractive when planted with Riverton Gem. Prices: 20c each; 6 for 97c; 12 for \$1.79.



Cannas.

12 Cannas 87c

(Not Labeled)

Everyone loves the brilliant color of Cannas. This amazing bargain collection gives you all the various colors—red, yellow, pink, scarlet. All roots are strictly high-grade and hand picked from many varieties. Varieties not labeled.

12 Cannas (Labeled) \$1.19

Finest Varieties

This collection gives you 2 each of the 6 best varieties of Cannas. All tall 5- to 6-foot varieties, all roots labeled. You get 2 **President**—glowing scarlet; green foliage; 2 **King Humbert**—scarlet with bronze foliage; 2 **Hungaria**—pure pink, bluish green foliage; 2 **City of Portland**—deep pink; green foliage; 2 **King Midas**—brilliant yellow, green foliage; 2 **Ambassador**—poppy-red, bronze foliage. Prices, 18c each; 3 for 47c; 6 for 79c; 12 for \$1.19.



CLIMBING
ROSES
4 for 99c

This bargain gives you 4 beautiful Climbing Roses, each a different color, our choice. You get the same high grade stock that you would get when you buy Climbing Roses, your own choice. First-grade in every respect. Two-year-old budded stock. All plants labeled.

MIRACLE PEAT makes roses grow. See page 52B.



4
Shrub
Roses
99c

These are the Roses that are so fine for hedges, foundation planting, and groupings as well as in beds. Beautiful as a shrub, beautiful in bloom. They grow 4 to 5 feet high; bloom year after year. We send you four, our choice, all different, for only 99c. Same high grade stock as if you made choice. All plants labeled.

4 Hybrid Tea ROSES 99c
EVERBLOOMING

This offer is good only as long as our supply lasts. And remember these are all first-grade Roses—strictly two-year-old budded stock just the same as you would get if you selected the varieties. We have allotted only a limited supply of Roses for this bargain and, therefore, it is important

that you do not delay in ordering. All plants labeled.

Send us 4 Names and Addresses. You may get a \$1.00 Value, FREE! See page 51.

POLYANTHA
ROSES

4 for 99c

Hundreds and hundreds of Roses are produced each summer—lovely, pretty, beautiful. These are the famous baby ramblers that bloom so profusely. Excellent for borders. You get four, each a different variety. Strictly high grade, two-year-old budded stock. All plants labeled.



Polyanthas Bloom in Beautiful Masses — Loads of Flowers all Summer.

Golden Emblem.

Souv. de Claudius Pernet.

Souv. de Georges Pernet.

Sunburst.



5 EVERBLOOMING \$1.59 Hybrid Tea Roses

This fine bargain gives you five of the world's most outstandingly beautiful Roses for only \$1.59. These are Roses that are a recognized success—easy to grow, hardy and beautiful. You get one each of the following:

Sunburst. Coppery yellow buds and flowers	\$0.40
Golden Emblem. Rich yellow. Buds splashed crimson40
Souv. de Claudius Pernet. Yellow40
Souv. de Georges Pernet. Gigantic pink blooms, gold at base40
American Beauty. Cerise-red. Standard of all Roses40

Total value\$2.00

SPECIAL PRICE, ONLY \$1.59.

Be sure to send your order at once for these collections are sure to go fast.



American Beauty.

PRICES: Roses above may be purchased separately as follows: 1 for 40c; 3 for \$1.04; 6 for \$1.87; 12 for \$3.59.

6 Hardy Carnations 79c

This fine collection gives you beautiful hardy carnations in your own choice of colors—red, pink or white—specify choice. All the joys of hot-house carnations right in your own garden. Don't miss this bargain.

Prices
Hardy
Carna-
tions:

3
for
49c

—
6
for
79c

—
12
for
\$1.47



Hardy Carnations.



Armenian Cornflower.

Armenian Cornflower

(*Centaurea macrocephala*)

6 for 79c

Much similar in shape to the famous Scotch Thistles which are so amazingly beautiful, but golden yellow instead of blue, a novelty that you should have in your garden. Fine for cut flowers. Grows 3½ feet high. Blooms July and August. 3 for 49c; 6 for 79c.

6 Mountain 67c Bluet

(*Centaurea montana*)

A darling flower very similar to the above, but blue instead of yellow. Grows 18 to 24 inches high. Delightful for cutting. 3 for 39c; 6 for 67c.

Find What You Want—Index on pages 12A and 12B.

Kellogg ROSES

These are two-year-old, field-grown, budded stock, the best that can be grown, guaranteed to reach you in good growing condition or your order refilled free.

Climbers

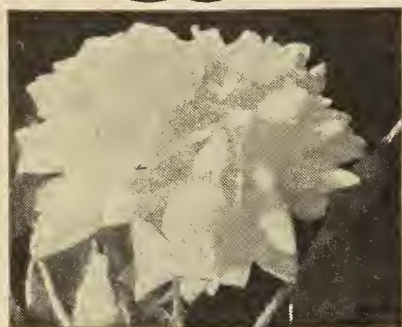
SCORCHER. (Pictured at right). A beautiful scorching red Rose with large, semi-double blooms. In addition to the unusually heavy bloom in June, occasional blooms occur throughout the summer. Very hardy and fast growing. Prices, 39c each; 3 for 99c; 6 for \$1.77; 12 for \$3.49.



Scorcher.

ALL
Climbing Roses
on this page
3 for 99¢
6 for \$1.77
12 for \$3.49

Any Single
Rose on
This
Page for 39c



Primrose.

PRIMROSE. Here is truly a beautiful yellow climbing Rose. Flowers are large and do not fade. Color primrose-yellow. Luxuriantly healthy foliage. Prices, 39c each; 3 for 99c; 6 for \$1.77; 12 for \$3.49.

PAUL'S SCARLET CLIMBER. (Pictured at right). The standard by which all other climbing Roses are judged. Intensive scarlet, well shaped flowers, rigid, upright stems. A beauty! Prices, 39c each; 3 for 99c; 6 for \$1.77; 12 for \$3.49.



Paul's Scarlet.

CLIMBING AMERICAN BEAUTY. Rosy carmine blooms delightful in color and shape. Splendid, beautiful foliage. Very fragrant.

DR. W. VAN FLEET. Beautiful shell-pink buds and flowers. Fragrant, and long stems for cutting. Its rare form and color equal that of the finest Hybrid Tea Rose.

MME. GREGOIRE STAECHELIN (*Spanish Beauty*). Buds of flashy carmine open into flowers of beautiful delicate pink. Long stems for cutting. Amazingly beautiful and entrancing.

SILVER MOON. Fragrant! Flowers are beautiful shape and semi-double. **WHITE!** The answer to your desire for a worth-while white climbing Rose.

Prices, all Roses above, 39c each; 3 for 99c; 6 for \$1.77; 12 for \$3.49.



Climbing American Beauty.

3 Shrub Roses 99c (Rugosa Roses)



F. J. Grootendorst.

Roses that can be used in landscape work! Fine for foundation planting, for group planting, or alone, and fine in the rose garden or bed. Wonderful hedge! Very hardy; last for years.

Dr. Eckener. New! Do you like fragrance? Dr. Eckener is fragrant and flowers semi-double. Color luminous pink suffused with orange and coppery rose. Indeed beautiful. Prices, 39c each; 3 for 99c; 6 for \$1.77; 12 for \$3.49.

F. J. Grootendorst. Clusters of small, carnation-like blooms of bright red all summer. Very hardy, a most unusual Rose. Prices, 39c each; 3 for 99c; 6 for \$1.77; 12 for \$3.49.

Hansa. Extremely hardy Rose with deep wine-red flowers. Extra fine as a background for lower growing sorts. Prices, 39c each; 3 for 99c; 6 for \$1.77; 12 for \$3.49.

Kellogg's Beauty Contest GLAD GARDEN

These beautiful Gladioli were actually selected with the co-operation of the American Gladiolus Society, thousands of letters being mailed to members asking them to name their favorite Glad. Thousands of replies were received. This "Beauty Contest" garden is made up of the 15 Glads that won the 15 top places. With this collection you get:

(1) **Glads Everyone Will Admire.** Only the most beautiful Gladioli could possibly survive such a contest.

(2) **Glads That are Easy to Grow.** These letters came from all over the United States and Canada. Naturally they report only on Glads that were successfully grown by novices as well as seasoned growers. Roscoe Huff, Secretary of the American Gladiolus Society says: "Any variety that will reach the top 25 or even 50, can be purchased and grown with absolute safety in any part of the world under all sorts of weather and climatic conditions."

Thousands of people were the "judges" in this "Beauty Contest." Only the finest Glads could survive, only those that will succeed anywhere.

30
Large Blooming
Size Bulbs, for
\$2.97

4 bulbs of each,
60 in all, for
\$5.39

Picardy. Pink. Color illustration on page 27. 2 for 18c; 6 for 39c; 12 for 69c.

Minuet. Beautiful delicate lavender. Prize winner. 2 for 15c; 6 for 37c; 12 for 65c.

Marmora. Violet-mauve. Color illustration on page 28. 2 for 18c; 6 for 39c; 12 for 69c.

Betty Nuthall. Darling ruffled salmon-pink. Description, page 26. 2 for 15c; 6 for 39c; 12 for 69c.

W. H. Phipps. La France pink overlaid with salmon. 2 for 10c; 6 for 28c; 12 for 47c.

Mother Machree. Misty, smoky mauve. Brilliant red and yellow in throat. 2 for 25c; 6 for 69c; 12 for \$1.19.

Maid of Orleans. As pure a white as any snow that ever fell. 2 for 60c; 6 for \$1.65; 12 for \$2.97.

**MANY
First Prize
WINNERS**

We could call this a First-Prize Collection because these glads have won many, many prizes in the most important shows, thus you are doubly assured that you have an amazingly beautiful collection of glads.

Most any price would be low on a beautiful collection of sure-fire beauty like this. You get 30 bulbs for only \$2.97. Here are the 15 Glads that won top place in this amazing contest.

Dr. F. E. Bennett. Peach-red overlaid with scarlet. 2 for 10c; 6 for 28c; 12 for 47c.

Mildred Louise. Color picture, page 27. 2 for 45c; 6 for 98c; 12 for \$1.79.

Pfitzer's Triumph. Red! Beautiful, beautiful red! 2 for 10c; 6 for 28c; 12 for 47c.

Albatros. Pure white. 2 for 40c; 6 for \$1.00; 12 for \$1.87.

Mammoth White. Pure white. 2 for 40c; 6 for \$1.00; 12 for \$1.87.

Bagdad. Smoky. Very beautiful. 2 for 45c; 6 for \$1.19; 12 for \$2.00.

Commander Koehl. Color picture, page 28. 2 for 20c; 6 for 47c; 12 for 87c.

Pelegrina. Beautiful dark violet. 2 for 30c; 6 for 79c; 12 for \$1.37.

Total value—entire collection—\$4.00. 2 bulbs each of the above. You get them for only \$2.97.
2 Collections (60 bulbs), \$5.39.

RUSH YOUR ORDER! Don't delay in ordering. We selected these varieties absolutely according to their popularity, not according to our own convenience, and many are to be had in short quantities only. Delay may mean disappointment. Send your order now and be sure of getting this wonderful collection complete.

R. M. Kellogg Co., Three Rivers, Mich.

Kellogg's BLUE RIBBON Gladioli

Buy your Gladiolus bulbs of Kellogg and be assured of fine, healthy stock that will bloom for you this summer. All Gladiolus bulbs that we ship are fine, blooming size, guaranteed healthy and true-to-name. We are one of the largest Gladiolus growers in the United States, with over 30 acres of ideal soil devoted exclusively to these beautiful flowers. Remember, too, that every bulb is guaranteed to reach you in good growing condition or your order refilled free.

AH. Indeed you will say "Ah" when you see this beautiful Glad. It is a rare shade of apricot-pink and yellow. A fine, tall grower.

Anna Eberius. A Glad for lovers of purple. Anna Eberius is a beautiful rhodamine-purple and one of the best of tall growing Glads.

Battle Creek. Deep, beautiful violet colored flowers borne on strong, upright spikes. Flowers well placed.

Annie Laurie. Delightful light delicate pink. Tall, straight, beautiful arrangement of florets.

Autumn Queen. Beautiful creamy yellow with red throat. Long, strong spikes with flowers well placed.

Betty Nuthall. A darling Glad! Lovely ruffled petals of dainty salmon-pink lightly streaked with a darker shade. Lower petals yellow in throat with beautiful streaks of red.

Bobby. Deep rose with extra large red throat blotches; good grower with nicely arranged flowers.

Captain Boynton. Large, beautiful flowers white in color suffused with lavender and with blotches of deeper lavender in the throat.

Dr. J. H. Neeley. A beautiful bluish white verging to pink. Well placed flowers on tall spikes.

Mrs. Francis King. A beautiful flame-scarlet in color with salmon shadings—one of the finest Glads of all for cutting. Tall, strong grower.

Gene S. Porter. A glorious salmon-pink and each flower has a beautiful crimson throat.

Golden Dream. Most beautiful pure yellow ever offered. Truly golden. Many first prizes. Judges declare best yellow ever produced. 3- to 4-foot spikes. Many pure yellow flowers at a time.

John T. Pirie. A gorgeous dandy! Rich purple petals shading to light mauve in throat—brilliant, large yellow-rimmed blotch of red on lower petals. Gay! [26]

Longfellow. Beautiful shrimp-pink in color; flowers well placed. Tall! Graceful!

Mrs. F. C. Peters. Fine, strong grower with rose-lilac flowers bordered with crimson blotches. White on lower petals. Most magnificent!

Mrs. Geo. W. Moulton. Large, violet-red flowers on tall spikes.

Make Your Own Collection

100 for \$2.97

6 for \$0.29 25 for \$0.97
12 for .54 50 for 1.79
120 for \$3.50

You may select any Gladiolus bulbs you wish from this page (excepting Mildred Louise and Picardy) at the prices above and they will be sent to you neatly boxed and with each variety labeled, large blooming size.

Order 120 bulbs and you will receive 2 Mildred Louise and 2 Picardy FREE.

Mrs. Leon Douglas. Strong grower. 3- to 4-foot spikes. Magnificent large blooms of begonia-rose, striped soft orange-scarlet. Gorgeous!

Ruth Huntington. Beautiful! Tall! Bright orchid with maroon throat. Flowers beautifully placed.

Splendorra. Distinctive wine-red flowers of velvety texture. One of the best dark reds.

Vaughan's White. Best white yet introduced. Strong grower. Many large, well expanded flowers of satiny texture.

Violet Beauty. This Glad is indeed beautiful. Exquisite violet-cerise color. Beautiful placement of flowers.

Virginia. Intense scarlet. Extra large well set flowers. Tall grower.

Louise. Do not confuse this with Mildred Louise. Just as beautiful, but color pure lavender.

Dr. Nelson Shook. Formerly sold for \$5.00 per bulb. Deepest, purest, most beautiful red you ever saw—velvety. Slightly lighter in throat.

Free! with Gladioli Orders Amounting to \$3.50 or More

With every Gladiolus order amounting to \$3.50 or more, we will give you free:

2 MILDRED LOUISE\$0.50
2 PICARDY20

TOTAL VALUE\$0.70

Don't overlook this fine offer.

Here are two of the grandest Glads ever originated. Just imagine single flowers (florets) 5 inches to 5½ inches and more across. Whole clusters of them nearly 2 feet long, open flowers only. Colors clearest, most delicate and most beautiful you ever saw. Petals most delicately textured—most beautifully shaped. Both have phenomenal records as prize winners at flower shows and will win prizes for you. See color picture, next page.



*Mildred
Louise*

Picardy

"Picardy is just beautiful. It measures 5½ in. across and has 14 blooms on. Words cannot express it." — Elsie M. Roscoe, N. J.

MILDRED LOUISE. This new Glad is climbing dizzily to the heights of stardom and will soon surpass all others in number of prizes won. Rich salmon-pink fading to golden yellow at throat as shown. Beautifully formed and beautifully distributed on tall, grand spikes. Prices, large blooming size bulbs, 1 for 25c; 3 for 59c; 6 for 98c; 12 for \$1.79; 100 for \$11.95.

PICARDY. The outstanding favorite today. Color clear pure pink, beautifully painted with red in the throat as shown. Blossoms 5 to 5½ inches across, sometimes larger. The most outstanding prize winner at prominent shows today. Prices, large blooming size bulbs, 10c each; 3 for 24c; 6 for 39c; 12 for 69c; 100 for \$4.95.

INDEX—Pages 12A and 12B.

[27]

**ORDER
EARLY**
Supply Limited

Kellogg's Aristocrat Gladioli



Commander Koehl



Cactus Rose



Red Phipps



Berty Snow



Miss Three Rivers



Miss Greeley



Morocco



Ave Maria



Margaret Fulton



Marmora

The Newest and Finest

Here are the true aristocrats of the Glad world. Most of these varieties were top-notchers in the American Gladiolus Society's "Beauty Contest" and will surely climb higher as they are better known. They will, indeed, make your garden unusual.

COMMANDER KOEHL. Red! Deepest, richest, most beautiful red you ever saw—and GRAND! Flowers measure more than 5 inches across and are closely and beautifully distributed on long, tall spikes—beautifully formed. 3 for 25c; 12 for 87c.

CACTUS ROSE. Color rich velvety purplish red just like the far-famed cactus blossoms of the western deserts—a color rarely seen in other flowers. Imagine bringing this rarity right to your own garden! Throat like the frost of an October morning—beautiful! Tall, 5 to 6 feet—makes every "passer-by" exclaim in wonder. 3 for 50c; 6 for 89c; 12 for \$1.54.

RED PHIPPS. An amazingly beautiful flower. Blossoms are nearly as large as Mildred Louise and Picardy. Coloring is a rich, glorious red—clear and true. The blossoms come close together, giving a wonderful massed display of color. 3 for 25c; 12 for 87c.

BERTY SNOW. The picture will give you some idea of the amazing beauty of these flowers. Colors are delicate and pure and petals are so beautifully textured that you want to nestle them against your cheek. 3 for 20c; 12 for 69c.

MISS THREE RIVERS. The grand thing about this Glad is the amazing height of its spikes, often 5 feet high. The beautiful thing is the wonderful tint of apple-green in the throat. Note the large, ruffled, creamy orchid flowers and beautiful placement on the spikes. 3 for 65c; 6 for \$1.19; 12 for \$1.87.

MISS GREELEY. A rare, exotic flower of salmon-pink and purple that looks like rare Bohemian glass. The under shade is salmon-pink and over this the purple seems to flow in little rivulets. Beautiful velvety texture in the petals. 3 for 25c; 12 for 89c.

MOROCCO. A dusky, fascinating beauty! Black—real black—is a striking part of this color scheme. The under color is richest wine-red but it is liberally streaked with shades of midnight, and the flowers are velvety in texture. It hardly seems real, it is so beautiful. Wonderful shape, artistic grouping, large blossoms, tall spikes. Grand! 3 for 20c; 12 for 69c.

AVE MARIA. Blue! Yes, here is a beautiful blue Glad. There are some streaks of violet and some purple, it is true, but the basic color is true blue. Beautiful large blossoms nearly 5 inches across, closely and beautifully arranged so as to produce a spike in places half a foot wide. 3 for 20c; 12 for 69c.

MARGARET FULTON. The beauty of this Glad lies in the compact arrangement of the flowers on the spike and the glorious coloring. The tint is best described as like a half-ripe cherry. 3 for 50c; 6 for 89c; 12 for \$1.54.

MARMORA. Seems like a beautiful messenger from another world, its color scheme is so rare and unusual. An unusual shade of violet-mauve dotted and splashed with other colors in strange, beautiful fashion. 3 for 20c; 12 for 69c.

Kellogg's Aristocrat Gladioli Garden

3 of Each
Variety

\$3.20 Value

This collection gives you 3 bulbs each of the exceedingly beautiful and rare Gladiolus varieties shown on the opposite page — 30 bulbs in all. All large blooming size bulbs guaranteed to bloom satisfactorily the first season or your order refilled free. Order now and be sure of getting the collection complete.

30

Large
Bulbs
\$2.39

\$3.20 Value.

Kellogg's Glory Mixture

The biggest variety of color ever put into one mixture. Ruffled and plain-petaled, big-flowering varieties. Full color range. Delights everyone. A wonderful value for your money. A glorious display of gorgeous color. All standard known varieties, many prize winners. Varieties not labeled.

Prices, big
blooming size
bulbs, guaran-
teed to bloom
this summer.

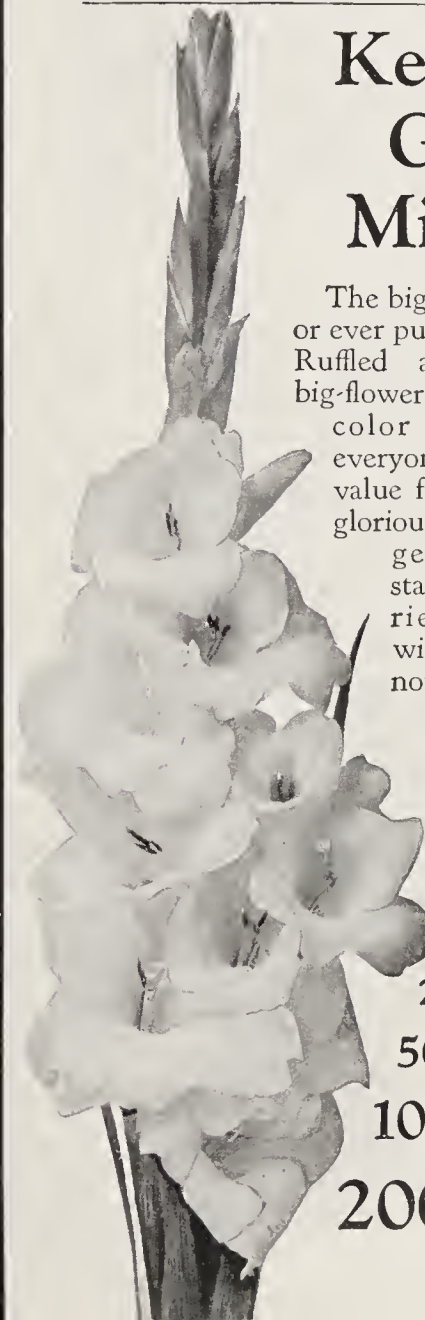
25 for 79c

50 for \$1.19

100 for \$1.98

200 for \$3.69

[29]



New Rose Beauty for Your Garden

Every Kellogg Rose plant, unless otherwise stated, is a hardy two-year plant budded on hardy Japanese Multiflora roots. These are the best Roses that you can buy.

Polyantha Roses Bloom All Summer

Polyantha Roses are amazingly beautiful for borders or groups. Profusely covered with blooms all summer long. Grow only 12 to 18 inches tall. The following varieties give you a complete color range:

George Elger. This is a pretty Rose with innumerable blooms of beautiful yellow in graceful sprays.

Gloria Mundi. A new variety with large double flowers of lasting orange-scarlet clusters, unfading.

Golden Salmon. Pure, brilliant golden orange flowers in fantastic array.

Miss Edith Cavell. Flowers scarlet-red with maroon shadings. One of the finest.

Prices of Polyantha Roses: 1 for 38c; 2 for 71c; 4 for \$1.29; 12 for \$3.24.

Climbing Gruss an Teplitz Rose

(Picture in color on opposite page).

Here is a beautiful red Tea Rose that has taken a new role. Just imagine the famous Gruss an Teplitz with its beautiful masses of double crimson blooms now a climber! And what a beautiful climber it is! Does not run wild but grows strong and upright with beautiful shape as shown in the picture on next page. If you want something very unusual, plant this new beauty.

Prices: 50c each; 2 for 87c; 4 for \$1.57.

Kellogg's MIRACLE PEAT
is especially fine for Roses
See page 52-B



Climbing Cecile Brunner Rose

2 for 89c

Now the beautiful Cecile Brunner Polyantha Rose has become a climber, and is literally covered with sprays of dainty double flowers in a beautiful pure white with rosy pink center. Nothing could be more beautiful. Try this beautiful climber for your 1936 planting. **Prices:** 50c each; 2 for 89c; 4 for \$1.63.

Climbing Talisman

New

1 for\$0.65
2 for 1.00
4 for 1.85

2 for \$1.00

Probably no Rose has ever attained the popularity or will attain the popularity that the famous Talisman attained. And now this amazingly beautiful Rose comes as a climber.

The picture at the right gives an idea of the beauty of Climbing Talisman. Imagine your porch or trellis covered with these lovely blooms in the beautiful two-toned shades of yellow and red artistically blended as only nature can blend them.

Warning!

The supply of Climbing Talisman Roses is decidedly limited and we urge every customer to place their order immediately so that we can reserve the plants for you until shipping time. We cannot guarantee to fill your order if you delay too long.

Alpine Midget Rose

Now!
3 for 89c

Rosa Rouletti

For many years the beautiful Alpine Midget Rose was considered lost, but a few years ago was rediscovered and is now available for your garden.

When you see this beautiful little Rose you will say it is adorable. The buds are shaped just like tiny Cupid's darts with red petals staining the point, and the fully opened flowers are perfect little Roses about one inch across with double rows of pretty pink petals. Gives you beautiful flowers all summer right through the entire blooming season until freezing weather. Grows only 8 to 10 inches high and 8 to 10 inches across. The Tom Thumb of Roses. Ideal for low borders and can be used in rock gardens. Hardy as an oak—stands the coldest freezing weather, having come from the rugged slopes of the Alps Mountains. By all means order a few of these delightful plants. Strong pot-grown plants furnished.

Order
Blank
Page 52-A.

4 Polyantha ROSES for Only \$1.29



1 for
65c.
2 for
\$1.00.
4 for
\$1.85.

Safe
Delivery
Guaran-
teed

Climbing Talisman

1 Each
Climbing
Talisman.
Cl. Gruss an
Teplitz.

97c



Golden Salmon—Other Varieties Page 30.

1 for
38c.
2 for
71c.
3 for
99c.
12 for
\$3.24.

See
descriptions
of other
Polyantha
Roses
on opposite
page.



Alpine Midget Rose.



Climbing Gruss an Teplitz.
(Description, opposite page).

2
for Only
87¢

[31]



Luxembourg. 39c each.



Mrs. Chas. Bell. 39c each.



Red Radiance. 39c



Pink Radiance. 39c each.

Here are three of the finest collections of Roses ever offered. Or all three may be bought as a single collection of 15 beautiful everblooming Roses for only \$5.49. Every Rose shown is a two-year-old budded plant, field-grown and hardy. Colors as shown in the illustration.

Roses may be purchased separately at the prices shown under each, or you may save money by ordering in collections. All Roses budded on hardy Japanese Multiflora roots.

All **15** of these Beautiful **ROSES** Everblooming for Only **\$5.49**



Kaiserin Augusta Victoria. 39c each.

Send us only \$1.69 and we'll send you one each of these 5 beautiful Roses.

these 5 **ROSES** for ONLY **\$1.69** 1 FOR 39c

PRICES, these six Roses:
1 \$0.49
3 1.39
6 2.79



Joanna Hill. 49c

PRICES, these four Roses:
1 \$0.57
3 1.59
4 1.89
6 2.69



Norman Lambert. 57c each.

6 Roses for only **\$2.79** 1 FOR 49c

You get one each of Lord Charlemont, Miss Rowena Thom, Margaret McGredy, Mrs. Henry Morse, Joanna Hill and Talisman.



Lord Charlemont. 49c each.



Margaret McGredy (above). 49c each.



Talisman. 49c each.

All Roses shown on this page are **EVERBLOOMING!**



Betty Uprichard. 57c each.

These **4** Roses for Only **\$1.89** 1 FOR 57c



Miss Rowena Thom. 49c



Mrs. Henry Morse. 49c

Order Early, Avoid Disappointment.

Roslyn. 57c each.



Autumn. 57c each.



Scotch Heather.

Hammond's Pink Heather.

Golden-Leaved Heather.

White Heather.

Now
55¢
EACH
all 4
FOR
1.89

Rush your order
for
SCOTCH
HEATHER.
The supply of
these beautiful
Flowering
Evergreens
is limited and
delay may mean
disappointment.

Hardy Daphne

Garland Flower - Daphne Cneorum

2 for only \$1.97

There are very few flowers, indeed, that arouse the exclamations of delight that Hardy Daphne Cneorum will excite. Not only for its beauty, but also for the amazingly delightful odor. Once your nostrils experience this, you will surely want a Hardy Daphne Cneorum in your garden. And remember that it has beautiful foliage that is evergreen all winter. Hardy Daphne Cneorum is one of those unusual shrubs. It blooms during April and May when it is just one big, gorgeous mass of pink delight, and at intervals throughout the summer. Low growing, 12 to 18 inches high. Hardy. Likes sun. We furnish balled and burlapped plants, 10 to 12 inches spread. Prices, \$1.19 each; 2 for \$1.97; 4 for \$3.79.

Hardy Daphne
Cneorum.



2

Silver Blue
Juniper

for
only \$2.95

Silver Blue Juniper

(Juniper Meyeri)

The most beautiful of all blue evergreens. Spreading habit as shown. Grows 3 to 4 feet high. Unusual in form and beauty. Shipped with a ball of peat wrapped with burlap around the roots, this keeps roots fresh and gives a quick start.

Prices, 12 to 18 in. plants, \$1.69 each; 2 for \$2.95; 4 for \$5.40.



[34]



Azalea
Mollis.

Kellogg's Scotch Heathers

Hardy Flowering Evergreens

Heathers are exceedingly beautiful and picturesque and have a prominent place in song and story. They are very handsome in low shrubby borders. And remember, that they are evergreen—pretty all winter. Four varieties as follows:

SCOTCH HEATHER (*Calluna vulgaris*). Hundreds of pretty bell-shaped, pink flowers.

WHITE HEATHER (*Calluna vulgaris alba*). Same as Scotch Heather but flowers white instead of pink.

GOLDEN LEAVED HEATHER (*Calluna vulgaris aurea*). Same as Scotch Heather but has beautiful bronzy foliage.

HAMMOND'S PINK HEATHER (*Calluna vulgaris Hammondi*). Beautiful pink flowers.

Heathers grow to be 18 to 24 inches tall.

KELLOGG'S hardy heather COLLECTION

1 Scotch Heather	\$0.55
1 Hammond's Pink Heather55
1 Golden-Leaved Heather55
1 White Heather55

Total Value\$2.20

≈ Only \$1.89 ≈

Two Mugho Pines, 97c

(*Pinus montana mughus*)

Beautiful form, dense and spreading. Seldom attains over four feet high. Foliage rich green. One of the three most popular evergreens. Prices, 12 to 15 inch size, not balled and burlapped, 65c each; 2 for 97c; 4 for \$1.79.



Mugho Pine.

Azalea Mollis 2 for \$1.39

(Japanese Azalea)

"What gorgeous, glorious colors! Oh, what are they?" Everyone will admire your Japanese Azalea just that enthusiastically. These shrubs add an unusualness to your planting and will be a continual delight. Dwarf, splendid form and foliage. Burnt orange, yellow, pink, red or salmon colored flowers in May. These are hybrids and we cannot guarantee colors. Likes sun or shade. Hardy. Size of plants 8 to 10 inches.

Prices, each plant with a ball of peat around the roots, 75c each; 2 for \$1.39; 4 for \$2.47.

Picture at right shows an Azalea plant in full bloom.



HEATHER FOLIAGE

Note the beautiful foliage. It is minute and feathery and would be a beautiful thing in your landscape planting even without blossoms. Fine for low borders, fine for rockeries.

Heather
Prices:
Each .50.55
4 for . 1.89

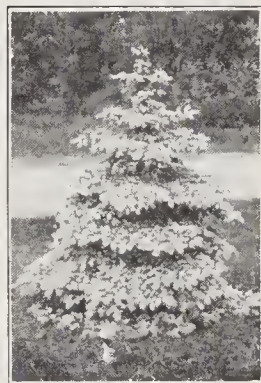
Kellogg's Evergreens

Colorado Blue Spruce

(*Picea pungens glauca*)

Probably the most popular evergreen grown today. Grows 40 feet or more in height. Foliage of impressive blue. Very slow growing, keeping in bounds for many years.

Prices, 8 to 12 in. mailing size, not balled and burlapped, 29c each; 4 for 98c.



Colorado Blue Spruce.

Norway Spruce

(*Picea excelsa*)

This is a tall, rapid grower. Fine for windbreaks and hedges. Also fine for group or specimen plantings.

Prices, not balled and burlapped, 12 to 15 in., 45c each; 2 for 79c; 4 for \$1.37.

Not balled and burlapped, 18 to 24 in., 55c each; 2 for 98c; 4 for \$1.79.



Norway Spruce.

American Arbor-Vitae

(*Thuja occidentalis*)

A favorite for group, foundation or hedge planting. Its thick, lustrous foliage may be sheared at will into any desired form.

Prices, not balled and burlapped, 12 to 15 in., 45c each; 2 for 79c; 4 for \$1.37.

Not balled and burlapped, 18 to 24 in. size, 55c each; 2 for 98c; 4 for \$1.79.



3 Large Flowering Clematis \$1.69

Color picture on opposite page

Wonderful, large, 4- to 6-inch flowers richly colored and beautiful. Long, June to October, blooming period. Nothing finer for trellis, pergola or porch. Loads of bloom quickly. Give them sunlight and well drained soil. This collection gives you—

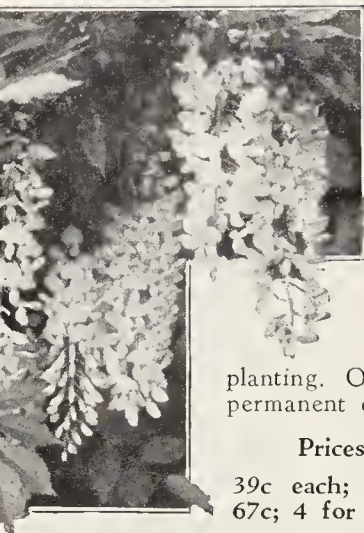
- 1 Clematis Jackmani. Rich violet-purple\$0.65
- 1 Clematis Mme. Edouard Andre. Carmine-red. .65
- 1 Clematis Henryi. Creamy white65

Total Value\$1.95

SPECIAL PRICE ONLY \$1.69

OR—You May Choose Varieties

See
Color
Pictures
on
Opposite
Page



Chinese WISTERIA 2 for 67c

Flowers produced in immense purple clusters as shown here. Blooms appear in May and June and with these quick-blooming plants you can often have blooms one year from planting. One of the most beautiful and permanent of climbing vines.

Prices:

39c each; 2 for 67c; 4 for \$1.19.



Clematis Paniculata 4 for \$1.19

(Sweet Autumn Clematis)

This is a very graceful climber with myriads of minute white blooms noted for their rare and delightful fragrance. They are fragrant even at a distance. Prices, 39c each; 2 for 67c; 4 for \$1.19.

No Orders Accepted
For Less Than \$1.00.



2 Hall's Japan Honeysuckle 49c

(Lonicera japonica Halliana)

A wonderful vine to cover porches, trellises, etc. Strong growing; nearly evergreen. Masses of highly fragrant blooms which emerge white and turn to yellow. Blooms in June. Prices, 29c each; 2 for 49c; 4 for 94c.

2 Scarlet Trumpet Honeysuckle 49c

(Lonicera sempervirens)

A very vigorous climber with nearly evergreen foliage. Flower trumpets brilliant scarlet-red. Very attractive at all times. Prices, 29c each; 2 for 49c; 4 for 94c.

[36]

New! CLEMATIS

Montana Undulata

Just imagine a whole beautiful blanket of these lovely pink flowers! Imagine your porch or trellis covered with them! Use them for converting unsightly fences and trees into beauty spots. Hundreds of blossoms—yes, hundreds.

Flowers are very much similar to beautiful anemone blossoms and the most delightful shell-pink you ever saw with pretty little, flossy, yellow centers, and how they do pile on top of one another! You will love the refined, well bred beauty of these blossoms.

The foliage, too, is decidedly beautiful. It is a rich waxy green that no picture can show, dark and healthy, and a whole beauty show in itself. Grows 10 to 12 feet high.

Clematis Montana Undulata has stood temperatures of 30 degrees below zero, unprotected. It is exceedingly hardy. Likes sunshine, but gets along nicely with only three or four hours each day. Easy to grow.

Prices, 75c each; 3 for \$1.98; 6 for \$3.79.

SPECIAL!

- 1 Clematis Montana Undulata\$0.75
- 1 Clematis Jackmani65
- 1 Clematis Mme. Edouard Andre65
- 1 Clematis Henryi65

Total Value\$2.70

Special Price Only \$2.39

2 Silver Lace Vine

(Polygonum Auberti)

\$1.49

Silver Lace Vine is indeed the right name for this beautiful plant for it is completely covered all summer and fall with myriads of snowy white flowers. Very quick grower. A beautiful screen for pergola, fence or unsightly objects; often grows 20 feet or more in one season. Supply is decidedly limited, so order at once.

Prices, field-grown plants, 79c each; 2 for \$1.49; 4 for \$2.67.



Clematis Montana Undulata.

Hardy
as Stood
Below



Silver Lace Vine.

Clematis
Jackmani.

65c
each;
3
for
\$1.69.

Clematis
Mme.
Edouard
Andre.

65c
each;
3
for
\$1.69.

Clematis
Henryi.
(Below).

65c
each;
3
for
\$1.69.

ORDER EARLY

These large-flowering Clematis are costly to propagate and only a few are available. Send your order immediately and have yours reserved. Avoid disappointment. We cannot promise to fill your order if you delay.

All
3
for Only
\$1.69

Descriptions
on opposite page

Natural
Color
Photograph.

The Cream of the

Guaranty

Tubers which do not sprout three weeks after planting replaced free of charge this year if returned before June 1st. Replaced next year if returned after June 1st.

NEW DAHLIA RUTH VAUGHAN

Here is a great fluffy burst of the daintiest, prettiest, most delicate pink you ever saw. Flowers reach a size of 6 inches across or 8 to 10 inches if richly fertilized. Flowers perfectly placed on long, strong, stiff, canelike stems. A profuse and persistent bloomer. Full form and size throughout the season. Sold only by Kellogg. Offered for the first time this year. Be the first to have it. Prices below picture.

SEE SPECIAL OFFER

Bottom page 39

Order at once,
supply decid-
edly limited.

Ruth Vaughan.

Although Ruth Vaughan is one of the finest Dahlias ever introduced, we are offering it for this year at a low price. Many Dahlias when offered for the first time are priced at \$10.00 to \$25.00 each and higher. Kellogg offers you Ruth Vaughan Dahlia tubers at the following low prices:

\$1.25 each
3 or more
at \$1.00
each

Mammoth 12 INCH Spikes

Just imagine rich, purple spikes of flowers 12 inches and more in length. This is without doubt the most wonderful and most beautiful new Buddleia now obtainable. It will be a distinct matter of pride to you when you can display it and we urge you to include at least one in your order. Note the new low prices at right.

Note the rare beauty of Ama-no-gawa blossoms. They are just a faint, beautiful pink and are borne in gorgeous and beautiful clusters, giving masses of wonderful color.

ORDER EARLY

We have a decidedly limited supply of Ama-no-gawa Cherry trees and cannot promise to fill your order unless you order at once. Order now and the trees will be reserved for you until shipping time.



100 Best Dahlias

These Dahlias were selected by one of America's greatest Dahlia experts. He started with over 100 of the most outstanding varieties, then selected the 12 best from these. These are the "Cream of the 100"—the "Cream of the Best."

Bonnie Brae. Wonderful soft yellow inner petals, rosy pink outer petals. 7-inch flowers. 25c each; 4 for 79c.

Mrs. I. de Ver Warner. A great, gorgeous 6-inch fluff of beauty. Soft wisteria streaked with violet. 20c each; 4 for 67c.

Laura Morris. 7 inches. Clear, pure beautiful yellow that dances and shimmers in fascinating fashion. 45c each; 2 for 79c; 4 for \$1.47.

Margaret Woodrow Wilson. Beautiful soft creamy white with just the faintest inner tinges of pink and yellow. 10-inch. 45c each; 2 for 79c; 4 for \$1.47.

Charm. Beautiful, lovely burnt orange. Amazingly beautiful. 6-inch. 25c each; 4 for 79c.

Judge Marean. 6 to 7 inches. A gorgeous tropical sunset varying from rich purplish red to rich reddish violet. Soft, fluffy, beautiful! 27c each; 4 for 89c.

E. T. Bedford. Rich, rich purple. 27c each; 4 for 89c.

Jersey's Beauty. A great fluffy ball of beauty—soft yellow under-tint beautifully streaked with rosy shades of mauve. 27c each; 4 for 89c.

ONE EACH OF THE FOUR VARIETIES DESCRIBED ABOVE FOR **ONLY 97c**
Postpaid

Now! The Famous Purple Buddleia Ile de France

SPECIAL

See Offer at Bottom of Page

2 for 89¢

BUDDLEIA FARQUHARI

Description same as for Buddleia Ile de France, but blooms lilac instead of deep purple. 45c each; 2 for 77c; 4 for \$1.49.

Just imagine the thrilling beauty of a whole bush of rich purple spikes like that shown at the left. Bush grows 3 to 4 feet high with corresponding spread. Buddleia Ile de France is indescribably beautiful. Buddleia Ile de France is the richest of all Buddleias. Bushes are fragrant and attract bevy of beautiful butterflies. Vigorous and easy to grow. Blooms from August to the end of autumn. Blooms the first year.

Prices, 55c each; 2 for 89c; 3 for \$1.19; 6 for \$1.97.

DAHLIAS POSTPAID. All Dahlias are shipped direct to you from one of America's greatest Dahlia nurseries, and postpaid prices are quoted on them to make easier handling.

Jane Cowl. Delightful shades of orange, salmon, rosy pink and yellow, blending in the most delightful fashion. 8 inches. 27c each; 4 for 89c.

Jersey's Beacon. Another gorgeous tropical sunset—tawny yellow gorgeously streaked with fiery red. 8 inches. 27c each; 4 for 89c.

Iowa. A great splash of beautiful color. Petals gorgeously streaked with rosy violet at back and edges, shading to pure, rich yellow in center. 27c each; 4 for 89c.

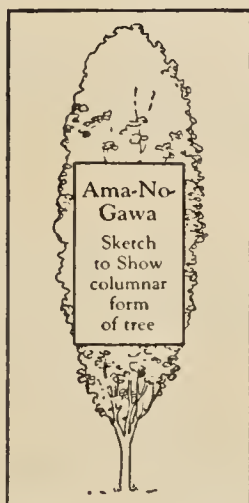
Pride of Stratford. 7 inches. A big flaming ball of color with all the beautiful hues and streaks of orange, red and yellow you can imagine. 45c each; 2 for 79c; 4 for \$1.47.

One each of the four gorgeous varieties described above for — **ONLY 99c**
Postpaid

New Flowering Cherry AMA-NO-GAWA

Here is a beautiful, beautiful tree from far off Japan, so famous for its flowering Cherries. And this flowering Cherry is more beautiful than them all. It has a new form and is very unusual and delightful. Instead of being spreading in shape like other flowering Cherries, it has an upright, compact form similar to that of Lombardy Poplar. Exceedingly beautiful in pairs beside lawn entrances, etc. Note the exceedingly beautiful flowers illustrated at the left.

Prices, \$1.50 each; 2 for \$2.75.



SPECIAL! Only **\$3.19**
One each of the three collections above and one Ruth Vaughan — total value \$4.10 — yours for **Postpaid**



Bittersweet.

Any Vine on This Page 39c

Select any one of the four vines shown on the top half of this page for only 39c. Or 3 for 98c; 6 for \$1.77; your choice.

Send Us Four Names—
REWARD
See Page 51.



Evergreen Bittersweet.

BITTERSWEET (*Celastrus orbiculatus*). (Pictured above). Now you may have wonderful winter bouquets of bright red fruit from this plant without the necessity of roaming over the countryside for it. Any fence, post or tree will furnish a support for Bittersweet. It also has beautiful orange-red flowers in midsummer.

EVERGREEN BITTERSWEET (*Euonymus radicans vegetus*).

(Pictured above). Magnificent sturdy vine with large, shiny green leaves and showy orange fruit. Climbs any surface without support. An excellent ground cover. Plant 5 feet apart as a climber, 2½ feet as a ground cover.



Boston Ivy.

BOSTON IVY (*Ampelopsis tricuspidata*). This beautiful vine clings tenaciously to any surface. Its large leaves completely cover any surface desired. Makes your home cooler in summer.

VIRGINIA CREEPER OR AMERICAN IVY (*Ampelopsis quinquefolia*). Clings to walls or any support. Dense, green foliage turns bronzy red in autumn. Very hardy; very beautiful.

All Vines Above:

39c each; 3 for 98c; 6 for \$1.77.



Virginia Creeper.

Free!

\$1.00 Value!

If your order from this catalog amounts to \$5.00 or more, you may select an extra \$1.00 value free. See offer on page 52.



Miss Mary Jingu and Azaleamum.

Azaleamum at the Century of Progress

Be sure to order some of the Azaleamum plants that were so sensational at the Chicago Century of Progress in 1934. The photograph at the left is a picture of Azaleamum as it appeared at the World's Fair. This picture was taken by one of the world's greatest newspapers and was shown in their columns. See color picture of Azaleamum on page 5.

EIGHT FEET AROUND

"About the Azaleamum—one is exceptionally large, 40 inches by 28 inches, stands 18 inches high and measures 8 feet around the outside. Had blooms the 9th of August. Everyone thinks they are wonderful."—W. J. SHEEHAN, N. Hamp.

CLAIMS 1000 FLOWERS FIRST YEAR

"The Azaleamums are very beautiful. You say 600 flowers; I'll bet there are 1000 flowers on one single plant. I've learned that the R. M. Kellogg Company is one company on whom I can depend to send extra fine nursery stock."—G. A. BERNARD, Ill.



DEUTZIA, PRIDE OF ROCHESTER. Double, white flowers tinged with rose in June. 6 to 8 feet high. Fine for group or background. Strong, 2 to 3 ft. plants.



SPIREA ANTHONY WATERER. Fine dwarf shrub with heads of pinkish red flowers. July until frost. Grows only 2 to 3 feet high. Two-year plants, 15 to 18 inches.



PINK SPIREA (*Spirea Billiardi*). Grows 5 to 6 feet tall and produces in July, spikes of clear pink. Blooms 6 to 12 inches long at the ends of its branches. Silvery gray foliage. Strong, 2-year, 2 to 3 ft. plants.



PINK TARTARIAN HONEYSUCKLE (*Lonicera tatarica rosea grandiflora*). Bushy, upright. 8 to 10 feet high. Delicate pink blooms followed by magnificent red berries in fall. 2 to 3 ft., two-year plants.



HYDRANGEA A. G. (*Hills of Snow*). Mid-season. Large clusters of pure white flowers in August. Grows 3 to 4 feet high. Strong, 1½ to 2 ft. plants.



WHITE SNOWBERRY (*Symphoricarpos racemosus*). Delicate pink flowers followed by clusters of waxy white berries which cling until winter. Fine for shaded places. Grows 4 to 6 feet high. Strong, two-year plants, 2 to 3 ft.



IMPROVED RED SNOWBERRY (*Symphoricarpos Chenaulti*). Upright branches loaded with large coral-red berries. Pink and white flowers in June. Grows 4 to 6 feet high. 2 to 3 ft., two-year plants.



Golden Spirea.

GOLDEN SPIREA (*Physocarpus opulifolius luteus*). Pretty contrasting colors. Produces many feathery white flowers followed by clusters of red seed pods. 2 to 3 ft., two-year plants.



HYDRANGEA P. G. Immense blooms! Perfect hardiness. After being a thing of beauty during the fall, its pinkish white blooms make fine winter bouquets. Strong, 1½ to 2 ft., two-year plants.

GOLDEN BELL (*Forsythia spectabilis*). (Pictured at right). Hardy, early blooming shrub growing 8 to 10 feet tall, with flowers of golden yellow before foliage appears. Strong, two-year, 2 to 3 ft. plants.



Golden Bell.

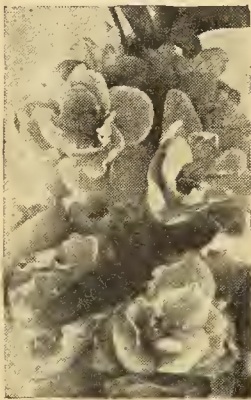
INDEX ON PAGES 12A AND 12B



BEAUTY BERRY (*Calli- carpa purpurea*). New! Pretty! Grows 3 to 4 feet high. During Au- gust each leaf axil con- tains a nest of minute pink blooms followed by violet-purple ber- ries which remain near- ly all winter. Strong, field-grown plants.

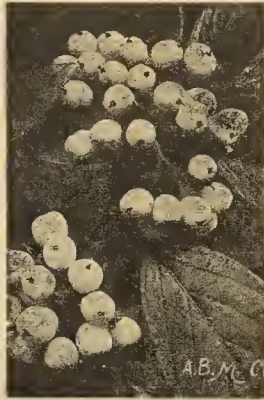


SWEET SHRUB (*Calycanthus floridus*). Dainty shrub with shiny green leaves. Unique aromatic chocolate-brown flow- ers in May and June. Grows 4 to 6 feet high. 18 to 24 in., two-year plants.



JAPANESE FLOWER- ING QUINCE (*Cydo- nia japonica*). Flowers of dazzling scarlet ap- pear in spring before foliage. Very striking. 4 to 5 feet high. 18 to 24 in., two-year plants.

Any Shrub on This Page
only 39c each
3 for 99c 6 for \$1.77



CORAL DOGWOOD (*Cornus sibirica*). Bright coral-red bark lends a charming winter effect. Faultless foliage with pretty white blooms and berries. Grows 5 to 6 feet. 2 to 3 ft., two-year plants.

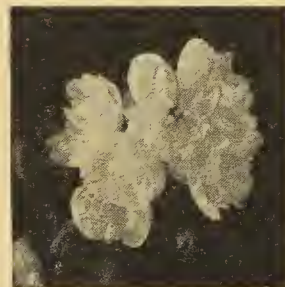
YELLOW TWIGGED DOGWOOD (*Cornus lutea*). Fine for natural- izing or in groups. Grows 6 to 8 feet high and is beautiful at all seasons of the year. White flowers, white berries; greenish yellow branches. 2 to 3 ft., two-year plants.



WHITE KERRIA; JET- BEAD (*Rhodotypos kerrioides*). Closely branched light green foli- age. Large, white flow- ers, clusters of shiny black berries in fall. Grows 5 to 6 feet high. Does well in shade or sun. 18 to 24 in., two-year plants.



ALTHEA, ROSE OF SHARON (*Hibiscus syriacus*). Beautiful long blooming, late bloom- ing, tall growing shrub. Blooms August and September. Red, pink or white, state color. 2 to 3 ft., two-year plants.



VIRGINAL MOCK OR- ANGE (*Philadelphus virginal*). Grows 8 to 10 feet high. Clusters of fragrant double flowers June and intermittently until fall. 2 to 3 ft., two-year plants.

GOLDEN SYRINGA (*Philadelphus aure- us*). (Pictured at right). Beautiful shrub growing 3 feet high. Fragrant white blooms, dense yel- low foliage. Fine to give contrast in shrub plantings. 15 to 18 in., two-year plants.

\$1.00 Value FREE.
See page 52.



SLENDER DEUTZIA (*Deutzia gracilis*). Use- ful low shrub with beau- tiful white flowers in May. Grows 2 to 3 feet high. 15 to 18 in., two-year plants.

LEMOINE DEUTZIA (*Deutzia Lemoinei*). Ex- ceedingly slender, up- right branches. Single white flowers borne in profusion. Grows 4 to 5 feet high. Fine for founda- tion plantings. 1½ to 2 ft., 2-3 yr. plants.



RUSSIAN OLIVE (*Elae- agnus angustifolia*). Glittering silvery foli- age and yellow flowers. Chief beauty is in its foli- age. Fine for border or background. Grows 12 to 15 feet high. 2 to 3 ft., two-year plants.





RED PERSIAN LILAC (*Syringa persica rubra*). Flower heads more dainty and more lasting than old-fashioned lilac; leaves smaller. Grows 8 to 10 feet high. Dark red in color; very beautiful. 2 to 3 ft., two-year plants.



FRENCH TAMARIX (*Tamarix gallica*). Slender branches and feathery, green foliage much resembling an evergreen; minute pink flowers appear in profusion along each branch before the leaves appear. Foliage bluish green. Grows 8 to 10 feet high. 2 to 3 ft., 2-year plants.



Snowball.

Any Shrub on This Page
only 39c each
3 for 99c 6 for \$1.77



EUROPEAN CRANBERRY (*Viburnum opulus*). Grows 10 feet high. Magnificent, spreading bush. White flowers followed by showy scarlet fruit. A real beauty. Blooms during May and June. 1½ to 2 ft., two-year plants.



OLD-FASHIONED MOCK ORANGE (*Philadelphus coronarius*). Sweet scented flowers of purest white. Grows 8 to 10 ft. high. Very hardy. Free from disease. 2 and 3 ft., two-year plants.



Weigela Rosea or Variegated.

WEIGELA ROSEA (*Diervilla*). Bright pink flowers in June. Strong, rapid grower. Ultimate height 8 ft. Handsome for border or background use. 2 to 3 ft., two-year plants.

VARIEGATED WEIGELA. Sprays of rosy pink flowers like W. Rosea, but leaves beautifully variegated green and white. Grows only 2 to 3 feet high. Very beautiful. 1½ to 2 ft., two-year plants.

FERN-LEAF SUMAC. (*Rhus typhina laciniata*). (Picture at right). Beautiful fernlike leaves which turn a dazzling red in autumn. Flowers June and July followed by showy red fruit until late fall. 2 to 3 ft., 3-year plants.



KOREAN SPIREA (*Spiraea trichocarpa*). (Pictured above). Graceful drooping branches; sprays of delicate white blooms in June after others have ceased. Grows 4 to 5 feet high. Hardy. Rapid grower. 2 to 2½ ft., two-year plants.

JAPANESE SPIREA (*Spiraea Thunbergi*). Very slender, drooping, feathery, lance-leaved foliage. White blooms in early spring before foliage appears. Grows 4 to 5 feet high. 1½ to 2 ft., two-year plants.

NIPPON SPIREA (*Spiraea nipponica rotundifolia*). Lustrous, round, green leaves; multitudes of double, pure white flowers. Grows 6 to 8 feet. 1½ to 2 ft., two-year plants.



SNOWBALL (*Viburnum opulus sterile*). Always one of the most beautiful shrubs grown. Immense globular clusters of flowers in May and June. Grows 8 to 10 feet high. 1½ to 2 ft., two-year plants.

GOLDEN ELDER (*Sambucus nigra aurea*). Magnificent golden foliage; huge flower heads of pure white; purple fruit. Grows 8 to 10 feet high. Very hardy. 2 to 3 ft., two-year plants.



Find What You Want — Index Pages 12A-12B



RED CHOKEBERRY
(*Aronia arbutifolia*).
Pretty white flowers in
May, bright red berries
and foliage in autumn.
Grows to 6 feet. 1½ to
2 ft., two-year plants.



SILVER DOGWOOD
(*Cornus alba elegantis-
sima*). Bright red bark
and green leaves artis-
tically bordered with
ivory-white. Very beau-
tiful and symmetrical in
shape. One of the most
beautiful of Dogwoods.
Grows 5 to 6 feet high.
18 to 24 in., two-year
plants.

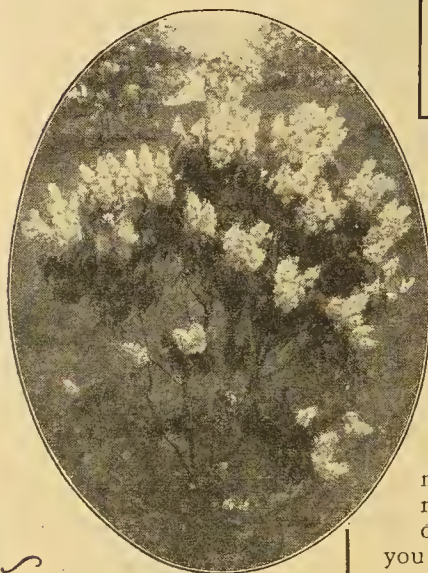


Red Weigela.

Any Shrub on This Page
only **47c** each
2 for 79c 6 for \$1.87



BUDDLEIA ALTERNIFOLIA. Hardy tops, hardy
roots! This beautiful Buddleia can be used in foun-
dation plantings because it does not die down during
the winter. Leaves are well formed and appear alter-
nately on stems. Stems slender, graceful and droop-
ing; beautiful lavender flowers appear in profuse
clusters all along the stems in midsummer. **Very dis-
tinctive, unusual and rare.** Few people have it. Be
the first in your locality. We furnish you with **strong,**
18 to 24 inch., two-year plants at prices above (top of
page).



Send us four
names—
REWARD!
See page 51.

BEAUTY BUSH (*Kolkwitzia amabilis*). All
that the name implies. Beauty surpassing
description. Masses of delicate pink, fra-
grant flowers on drooping branches in May.
Grows 5 to 6 feet high. 18 to 24 in., two-
year plants.



URAL FALSE SPIREA
(*Sorbaria sorbifolia*).
Grayish colored bark
and fernlike foliage
which most resembles
that of the Mountain
Ash. Feathery panicles
of pure white flowers in
June and July. Grows 4
to 6 feet high. 2 to 3
ft., two-year plants.



Beauty Bush.

French Lilacs

(*Syringa vulgaris Hybrids*).

These beautiful Lilacs are glorified
members of an old-fashioned favorite. Mag-
nificent color, alluring in their fragrance. We
offer them in four beautiful colors as follows,
you choose the colors you want:

Red, Pink, White or Blue.

Size of plants offered, 1½ to 2 ft., three-year
plants. Unusually fine stock.

Free! \$1.00 VALUE

If your order amounts to
\$5.00 or more. See page 52.

RED WEIGELA (*Weige-
la, Eva Rathke*). Droop-
ing branches; rich green
foliage; sprays of crim-
son flowers from June
until autumn. Grows 5
feet high. 1½ to 2 ft.,
two-year plants. (Pic-
tured at left).

Unusual Beauty ~ Bargain Prices



2 Blue Leaf Honeysuckle 99c

Lonicera
Korolkowi
Floribunda

NEW! BLUE! BEAUTIFUL! This fine unusual Honeysuckle has exceedingly pretty blue-green foliage and beautiful lavender-pink flowers. Flowers same shape as other Honeysuckle, followed by red fruit. Graceful, drooping

branches. The finest bush Honeysuckle to be introduced in recent years. Prices, 2 to 3 ft., two-year plants, 60c each; 2 for 99c; 3 for \$1.47; 6 for \$2.39.

European Burning Bush

(*Euonymus europaeus*)
Not illustrated.

2
for
only
\$1.19

Order this beautiful tree. Grows only 15 feet high. Leaves and stems bright green. Clusters of bright yellow flowers in spring; bright crimson fruit later, clings until midwinter. First frost colors the leaves beautiful scarlet. Rare and unusual! Prices, 2 to 2½ ft. two-year plants, 67c each; 2 for \$1.19; 3 for \$1.63; 6 for \$2.77.



Japanese Snowball 59c

(*Viburnum tomentosum plicatum*)

One of the prettiest and most unusual of the Snowballs. Very showy. Grows 8 feet high. Has large, perfectly formed, snow-white balls of flowers during May and June. Beautiful form. Prices, 1½ to 2 ft., two-year plants, 59c each; 3 for \$1.47; 6 for \$2.39.



RED Flowering Dogwood

(*Cornus florida rubra*)

Beautiful red flowers on a Dogwood! These appear in the spring before leaves appear. Ultimate height about 20 feet. Foliage deep green changing to bronzy red in autumn. One of the best of all ornamental shrubs. All plants balled and burlapped.

\$1.89 2 for
each; \$3.47



2 Smoke Tree 99c

(*Rhus cotinus*)

Just like a big, beautiful puff of purple smoke. Grows 8 to 10 feet high; can be trained to tree form or shrub as desired. Glossy green leaves; smoky colored panicles of feathery flowers. Attracts much favorable attention. Prices, 2 to 3 ft., three-year plants, 59c each; 2 for 99c; 3 for \$1.47; 6 for \$2.39.

FREE Fruit Book.
See page 12B.

6 Spirea Van Houttei 69c

15c each; 3 for 39c — 18 to 24 in. size.

Don't overlook this unusual bargain. Spirea Van Houttei (Bridal Wreath) is one of the most beautiful shrubs that grows. Masses of white blooms in May. Beautiful drooping effect. Prices, 18 to 24 in., two-year plants, 15c each; 3 for 39c; 6 for 69c.

Prices of 2 to 3 ft. size at right.

2-3 Foot
size
Each .. 20c
3 for ... 53c
6 for ... 99c



Flowering Ornamentals . . .

Nothing could be more beautiful than these beautiful flowering shrubs and trees. They are the best yet for specimen planting. Many homes have room for one or two of these where they do not have room for other shrubs or flowers.

2 Flowering Almond 99c ~

(*Prunus glandulosa albiplena*). (Pictured at right). This beautiful shrub is literally covered with double pink blooms in the month of May and is truly a glorious sight. Grows 4 to 5 feet high. Prices, 18 to 24 in. plants, 60c each; 2 for 99c; 4 for \$1.87.



Flowering Almond. (Above).



Paul's Double Scarlet Thorn.

Paul's Double Scarlet Thorn

\$1.49

(*Crataegus oxyacantha splendens*). (Pictured at left). This beautiful shrub is just loaded with beautiful double, brilliant scarlet blooms during the month of May. This is followed by small, showy fruit later on. Prices, 2 to 3 ft. trees, \$1.49 each; 2 for \$2.79.

2 Flowering Peach \$1.29

(*Amygdalus rubra plena*)

This is a beautiful red flowering variety. Stems literally loaded with beautiful double blooms in May. Fine for cutting. Ultimate height 15 to 20 feet. Prices, 2 to 3 ft., sturdy trees, 75c each; 2 for \$1.29; 4 for \$2.27.

2 Double Flowering Plum \$1.19

(*Prunus triloba*—Rose Tree of China). (Not illustrated). Here are loads of rich, double, pink blooms for you during the month of May. Tree grows 8 to 12 feet high. Prices, 2 to 3 ft. trees, 70c each; 2 for \$1.19; 4 for \$1.99.

2 Bechtel's Crab, \$1.29

(*Malus ioensis plena*). (Pictured at left). Tree has a beautiful shape with large lustrous green leaves, silvery beneath. Immense, double pink flowers in May. Prices, 2 to 3 ft. trees, 75c each; 2 for \$1.29; 4 for \$2.37.

2 Bronze Glory

(*Prunus Cistena*)
(Picture at right)

\$1.49

Leaves brilliant carmine in early spring; change to deep maroon in summer with a bronzy metallic sheen. Truly magnificent! Beauty lasts all spring and summer. Beautiful pink flowers in April. Grows 8 to 10 feet high. Prices, 2 to 3 ft. trees, 80c each; 2 for \$1.49; 4 for \$2.67.



Bechtel's Flowering Crab.

Send Us Four Names —
REWARD—See page 51.



Bronze Glory.

FREE \$1.00 VALUE
See page 52.



Cut-Leaf Weeping Birch
(*Betula Alba Pendula*) **\$1.97**

Beautiful shiny white bark, graceful, drooping branches, and lacinated green foliage combine to make this one of the most beautiful ornamentals you can imagine. Grows 30 to 40 feet high. Particularly beautiful in winter when other leaf-shedding trees have lost their charm. Prices, well developed, 5 to 6 ft. trees, \$1.97 each; 2 for \$3.59.

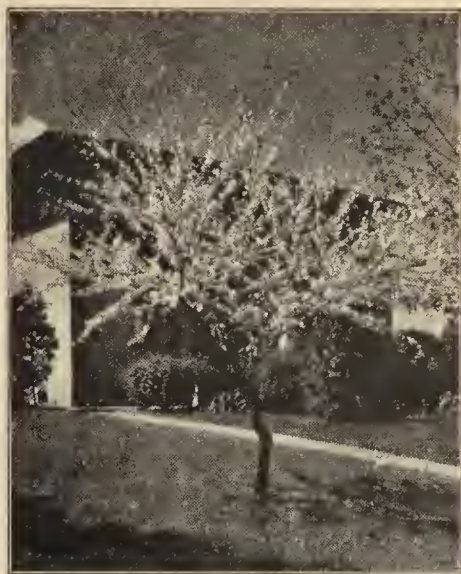


2 Umbrella Catalpa **\$2.19**
(*Catalpa Bungei*)

The finest formal tree that grows. Maintains form without pruning. Grows not over 6 to 8 feet high. Prices, 4 to 5 ft., two-year, grafted stock, 1 for \$1.25; 2 for \$2.19; 4 for \$3.99.

FREE \$1.00
value

If your order amounts to \$5 or more. See page 52.



2 REDBUD **\$1.29**
(*Judas Tree*)

(*Cercis canadensis*). This is the beautiful tree that blooms with such myriads of small reddish purple blooms early in the spring before leaves appear. Very refreshing on account of its early blooming. Grows not over 20 to 30 feet high. Heart-shaped leaves. Prices, 3 to 4 ft. trees, 75c each; 2 for \$1.29; 4 for \$2.27.

Send us 4 names—REWARD—
See offer on page 51.

Kellogg's Fine Shade Trees

All fine healthy stock, guaranteed to reach you in good growing condition, or order refilled free.



2 CHINESE ELM **87c**

The fastest growing shade and ornamental trees ever introduced to America. Born of the bleak countries of North China and Siberia. Nothing more need be said of their extreme hardiness. Leaves dark green borne on pendulous branches; produce a dense shade even when very young. If desired may be sheared in formal design. Prices, 5 to 6 ft. trees, 2 for 87c; 4 for \$1.49; 6 for \$1.95.

PUSSY WILLOW (*Salix discolor*). Grows 20 feet. Size 4 to 6 ft., 75c each; 2 for \$1.29; 4 for \$2.27; 10 for \$4.95.



Red Leaf Japanese Maple.

RED-LEAVED JAPANESE MAPLE (*Acer palmatum atropurpureum*). Beautiful cut leaves of vivid red throughout the summer; much more lacinated (fernlike) than tall growing Maples. Grows not more than 10 feet high. Rich bronze color in fall. Prices, 2 to 3 ft., 6-year trees, balled and burlapped, \$3.97 each; 2 for \$7.29.

NORWAY MAPLE (*Acer platanoides*). Well rounded, hard Maple. 50 feet. Dense, dark green foliage. Size, 6 to 8 ft., \$2.40 each; 2 for \$4.47; 4 for \$7.69; 10 for \$16.97.

MOUNTAIN ASH (*Sorbus aucuparia*). Symmetrical 25- to 30-foot tree. Smooth, greenish bark. Clusters of orange-red berries. Size, 4 to 6 ft., \$1.25 each; 2 for \$2.27; 10 for \$9.50.



2 WEEPING WILLOW **\$1.19**

(*Salix blanda*). Adds a picturesque touch unobtainable in other trees. Grows 30 to 40 feet high with graceful, drooping branches. Prices, 4 to 6 ft., two-year trees, 69c each; 2 for \$1.19; 3 for \$1.77; 6 for \$2.99.

SILVER MAPLE (*Acer dasycarpum*). 50 feet high; quick. Silver-green leaves. Size 6 to 8 ft., 67c each; 3 for \$1.63; 6 for \$2.77.

LOMBARDY POPLAR (*Populus nigra italica*). 60- to 70-foot spires of beauty. Size 6 to 8 ft., 67c each; 3 for \$1.63; 6 for \$2.77.

Beauty - Bush Cherry

*Fruit That Is
Good to Eat*

*and A Beautiful
Ornamental Shrub*



Beauty Bush Cherry combines all the beauty of an ornamental shrub with useful fruiting quality. Now you can have a beautiful hedge of shrubbery and from that hedge pick delicious, wholesome fruit. Now small yards can have both beautiful shrubbery and fruit.

In the early spring the bush is a perfect mass of beautiful snow-white flowers completely and gloriously covering the entire bush. The foliage is a beautiful bluish green with a silvery frostiness that glitters in the sun like silver dust. Leaves beautifully shaped; bush symmetrical.

The fruit is especially fine in sauces, jams, jellies and cordials.

Fruits Quickly

Beauty Bush Cherry grows rapidly and fruits quickly in any soil—one year after planting. Withstands heat, drought or cold. Requires no more room than a raspberry bush, but often bears as much fruit as a plum tree. Can be planted as close as 4 by 6 ft. Grows only 4 or 5 feet high, 3- to 4-foot spread. Pick from the ground—no ladder.

Prices, 2 to 3 ft. plants, 2 for 97c; 5 for \$1.89; 10 for \$3.47; 25 for \$7.49.



As an Ornamental Shrub.

Note how the fruit of Beauty Bush Cherry is borne in thick clusters. It is a very heavy bearer, fruit as large as any sweet Cherry or larger, but plum-shaped. Fruit beautiful.

CONTEST WINNERS: Beauty Bush Cherry was formerly known as Hansen's Bush Cherry. The name "Beauty Bush Cherry" was selected by means of a prize contest which closed July 31, 1935. The name "Beauty Bush Cherry" won first prize for Goldie M. Thompson of Dallas City, Illinois. Second prize was won by Miss Ethel J. Harvey, Kennett Square, Pa., and third prize by Mrs. Virgil C. Welch of Fayette, Iowa.



KELLOGG'S
Lodense
PRIVET

**It's Low—It's Dense—
the Prettiest you ever saw**

(*Ligustrum nanum compactum*)

You'll be proud of this fine new hedge. Grows low and keeps well within bounds. Just the thing for hedging small yards where a tall hedge would be out of place. Grows 15 to 18 inches tall. FOLIAGE VERY DENSE—can be sheared formally or left natural and in either case makes a decidedly beautiful little hedge. Color beautiful deep green, somewhat glossy; stems reddish. We do not know of a hedge anywhere as beautiful as this new Lodense. Don't forget it's really dense. Fine as low, ornamental hedge around trees and shrubbery.

10 for \$0.99
25 for 2.27
50 for 3.98
100 for 7.49

7 ½c

Each
when 100 or
more are
ordered.

Japanese Barberry

(*Berberis Thunbergii*)

Size, 12 to 15 in., 6 for 99c; 12 for \$1.77; 25 for \$2.99; 50 or more at 10c each.

Size, 18 to 24 in., 6 for \$1.19; 12 for \$1.97; 25 for \$3.35; 50 or more at 12c each.

This exceedingly useful hedge is a bargain at these low prices. Japanese Barberry has the useful quality of being prickly, thus keeping dogs away. It's the finest hedge where you want real protection to your lawn. Foliage is green turning red in fall; red berries in winter. Plants furnished are field grown, 2 to 3 years old. May be had in two sizes at prices above.

10c

Each
When
purchased
in lots
of 50,
12 to 15
inch size.

Free! \$1.00 value See page 52.



Just Like Boxwood

The picture above shows a single Truehedge plant pruned for formal effect. Ideal for planting in pairs beside porches, entrances, etc., where formerly expensive Boxwoods, Arbor-Vitaes, etc., have been used. Often mistaken for Boxwood. Grows about 5 feet tall.

The pictures shown here show Truehedge after pruning. It is not necessary to prune Truehedge for hedges, however; just plant it in rows and your hedge is established, for it maintains an erect, upright form without pruning—no sprawling.

Truehedge Columnberry

The New UPRIGHT Hedge that needs so little care

(Plant Patent No. 110 — R. M. Kellogg Co., Authorized Distributors).

Truehedge Columnberry is the neatest, trimmest, easiest-managed hedge you ever saw. Will give your home all the style that comes from tailor fitting.

Practically no labor is required in pruning Truehedge Columnberry. The plants grow in upright columnar form and only a snip here and there is needed. Foliage is dense, heavy and evenly distributed from the ground up. Hardy, drought resistant, disease resistant.



Prices

9 to 12 in. size
Each . . . \$0.30
5 for . . 1.25
25 for . . 5.00
100 for . . 18.50

12 to 15 in. size
Each . . . \$0.40
5 for . . 1.60
25 for . . 6.75
100 for . . 25.00



The picture above shows a few rows of Truehedge Columnberry in the nursery pruned for formal effect. Truehedge is much better for this formal pruning than Amur River Privet and other hedges. Much less pruning is necessary to keep the hedge in condition. If you like formal effect, by all means order Truehedge Columnberry.



AMUR RIVER PRIVET 5c

When 100 or more are ordered
Other prices, 10 plants, 87c; 25 plants, \$1.79; 50 plants, \$2.78.

Amur River Privet is the hardest and finest formal hedge. Very hardy. Plant about one foot apart in single row and 18 inches in staggered row. Order now at these new low prices, they may never be repeated. Size of plants, 12 to 18 inches, two years old.



REGEL'S PRIVET

Grows well in shade or sun. Dark green, glossy leaves. Plant is a uniform and spreading grower. Requires little pruning. Popular for group and foundation planting as well as hedges. Size of plants 15 to 18 inches.

25

For Only

\$3.47

1 for \$0.20
5 for .80
10 for 1.49
25 for 3.47
50 or more at 12c each

FIND WHAT YOU WANT.
INDEX PAGES 12A and 12B.



RED LEAVED BARBERRY . . 25

For Only

\$3.69

The spring foliage is a warm, rich bronzed. Summer and autumn add other shades of orange-scarlet and red. Winter berries bright scarlet. Should be planted in full sun exposure. Size of plants, two-year, 12 to 15 inch and 18 to 24 inch.

Prices, 18 to 24 in., 6 for \$1.39; 12 for \$2.37; 25 for \$4.15; 50 or more at 14c each.
12 to 15 in., 6 for \$1.19; 12 for \$1.99; 25 for \$3.69; 50 or more at 12c each.

Phlox Columbia

U. S. Plant Patent No. 118

The introducers have this to say about Columbia Phlox: "After growing this variety you will agree with every person that has seen it, that it is the greatest Phlox ever introduced. Its strength

~~~~~  
We Are  
Authorized  
Distribu-  
tors of  
Columbia  
Phlox  
~~~~~

and vigor is something rarely seen in plants. A well grown, two-year-old plant will produce from six to fifteen flower spikes. The foliage is rich dark green, leaves covering the stems down to the ground. Mildew is unknown to this variety. The flower stalks are about 2½ feet high, stiff and erect. The flowers, when cut, last over a week in water.

"Mrs. Francis King, America's great garden authority, writes of this Phlox as follows: 'Columbia, the new cameo-pink Phlox which has just risen on the garden horizon, is of most exquisite beauty. A soft pink recalling that of Elizabeth Campbell but lighter, more delicate, and with an eye of light blue which has a charming effect upon the general

color of the flower, this Phlox grows to 2 or 2½ feet, very bushy, and, a fact most marvelous, it has practically no enemies. It flourishes after the coldest winter and in the hottest, driest summer. Altogether, an amazingly good addition to the list of plants which give color and richness to the midsummer border.'

"Place your order now for the greatest Phlox you ever saw."

Prices at Left

Prices:
50c Each
3 for \$1.25
12 for \$4.50

~~~~~  
Every Phlox lover should order Kellogg's "All New" Phlox collection. Shown in color on page 63.



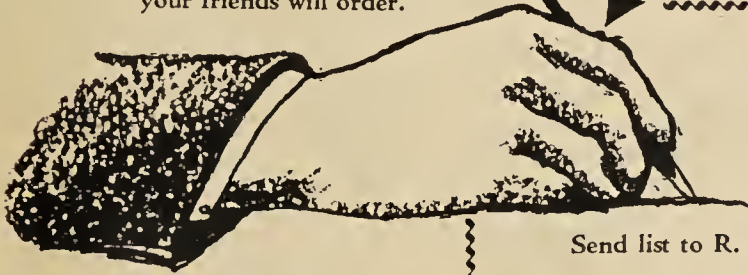
WRITE  
PLAINLY

# Free \$1.00 Value

*for Doing this*

Send names at once.  
The sooner names are  
in, the more chance  
your friends will order.

**Nothing to Buy**



Write Names of Four  
People Who Plant  
Flowers below: Write Plainly  
Please

Send list to R. M. Kellogg Company, Three Rivers, Mich.

It will be easy for you to think of four friends who are going to plant flowers this spring. Send us their names and addresses and if they send us orders totaling \$5.00 or more, we will send you any \$1.00 value you may choose from our catalog **free**. Send no money—no investment required, nothing to buy. Simply be sure to send names of actual flower gardeners and we will send them our catalogs and literature, recording all orders received from them on your list and sending you your \$1.00 value free as soon as their orders total \$5.00 or more.

We will not mention your name in circularizing.

## Not More Than 4 Names Accepted

More than four names are not profitable and lists with more than four names will be destroyed. Should two persons send the same name, the person sending the name first gets credit.

Please state the \$1.00 value that you want when sending names. Write plainly.

Names not accepted after March 15th.

R. M. KELLOGG COMPANY,  
THREE RIVERS, MICH.

Name .....

Address .....

Town ..... State.....

Name .....

Address .....

Town ..... State.....

Name .....

Address .....

Town ..... State.....

Name .....

Address .....

Town ..... State.....

Write Your Own Name and Address Here.

Name .....

Address .....

Town ..... State.....

Premium Wanted .....

Do Not Write Anything Below.



# FREE \$1

**If Your Order Amounts to \$5 or more  
you may choose an extra \$1 value free**

## You May Choose Any \$1 Value in Our Catalogs

# VALUE

There are dozens, yes, hundreds of "Dollar Values" in this Garden Beauty Book that you would like to have and this unusual offer allows you to select any one of them, if you will only squeeze your pocketbook just a little bit and make your order for plants or other stock amount to \$5.00 or more. Just as soon as you have made up your \$5.00 order, go through the book again and select any dollar value that you want and add it to your order. It will be sent to you absolutely free of any extra cost excepting a very small and almost negligible amount for postage or express.

**WATCH YOUR ORDER.** Often orders are received amounting to \$4.75, \$4.85, or similar

amounts. A \$4.85 order for example, is not large enough to get the \$1.00 value free, but with a \$4.85 order, by simply adding 15c more to your order, you can make it amount to \$5.00 and get the \$1.00 value. 25c added to a \$4.75 order does the same, 35c to a \$4.65 order and so on.

### Let Your Friends Order With You

If you haven't room for \$5.00 worth of plants, let your neighbor help you. Everyone loves flowers and your neighbor will be glad to order with you and help you get the \$1.00 value free. Or when two persons order together this way, the premium plants can be divided between them.

### FREE PLANTS GUARANTEED

All plants sent to you under this plan are identically the same stock that you would get if you paid for them and all are guaranteed exactly the same as other plants. See guarantee below.



### SURPRISE ROCK GARDEN

Any rock garden enthusiast will be delighted with this fine value. You get 20 choice plants, all different, all fine varieties. We refrain from naming these plants because we want to give you the biggest surprise you ever had. Guaranteed to please. All plants neatly packed.

**20  
Plants  
\$1.97**

## GUARANTY

We guarantee all stock to be just as represented, or orders refilled free.

We also guarantee plants, bulbs and other stock to reach you in good growing condition or orders refilled free, providing complaints are made immediately upon receipt of plants. Should no report be made within 10 days after receipt, it shall be mutually assumed that plants are satisfactory and no refill is warranted. Do not return plants unless so instructed by us.

Continued growth depends upon soil and climatic conditions, proper planting, and care given plants—conditions we cannot control—hence is not guaranteed. We will, however, replace plants at half price if reports are made before October 1st of current season. Refills will be made during current shipping season if reports are received in time, otherwise during following season. Plants and other nursery stock cannot be returned for credit and we accept no obligation for their return. It is mutually agreed that in any event we are not liable for more than the purchase price of stock.

**R. M. Kellogg Co.**



## How to Order

Booked.....

# ORDER BLANK

No.....

**R. M. Kellogg Co.**  
Three Rivers, Michigan

No order accepted for less than \$1.00.

Do not write in this space.

C.....

St. ....

Name .....

Address.....

Town ..... State .....

## SHIPPING TIME

Best to leave this to us and we will ship at planting time, but you may check the approximate time you want plants shipped, at right, and we will endeavor to ship between the dates indicated. Check REGULAR if you want us to use our own judgment.

Customers in the South, check "REGULAR" and we will ship as soon as weather permits.

Mar. 15 to 31

May 1 to 10

☐ Apr. 1 to 15

☐ After May 10

☐ Apr. 16 to 30

☐ REGULAR

**ORDER EARLY.** Stock will be shipped at planting time. Early orders have preference at shipping time, hence, it is to your advantage to order early. January and February are none too soon.

**PAYMENT** in full should accompany all orders of \$5.00 or less. With larger orders you may send one-third with order, balance when you want shipment.

No C. O. D.

**SEND MONEY** by postal, express or bank money order, or registered letter. Unregistered currency sent at your risk. Add five cents for exchange on personal checks.

**SHIPMENT** of most smaller orders, parcel post. Large orders usually go by express.

**SHIPPING SEASON.** All stock shipped at proper planting time. Early planting is best. Order early and let us ship early.

**PLANTING INSTRUCTIONS** sent free with each order.

**CANCELLATIONS:** Orders not subject to cancellation or change during shipping season. Plants not returnable for credit.

**MARRIED WOMEN.** Please sign your own and husband's initials, like this—Effie G. Smith (Mrs. R. B.).

ALL PRICES in this book  
expire June 30, 1936.

**SHIPPING CHARGES.** You are to pay shipping charges when shipment is received. On express shipments you pay express company upon delivery; on parcel post shipments you remit postage to us after shipment is completed, unless order is large, in which case we may ship C. O. D. for shipping charges only. This insures the plants and is a good plan. We do not send small parcel post orders C. O. D. for postage, as this means unwarranted extra expense for you. Our method for these small orders is the fairest yet devised because you pay only the exact amount of postage.

**IT'S EASY TO FIND  
WHAT YOU WANT  
— SEE INDEX ON  
PAGES 12A and 12B.**



# Double and Triple Your Success By Using



All soils become good soils when Kellogg's Miracle Peat is used. Plants double and triple in size, blooming becomes sure; and quantity, beauty and size of blooms are assured. Plants become healthier, hardier, and sturdier. You will be amazed and delighted at the results.

Miracle Peat is composed of deep, age-old, fresh-water deposits of aquatic plants. Miracle Peat's slight acidity discourages dandelions and many other obnoxious plants. We emphatically recommend this newest aid to garden culture—this newest friend of plants.

**SOIL CONDITIONER.** Miracle Peat makes clay soils loose and suitable for plant growth, permitting air to circulate and preventing packing, drying or hardening. It makes very loose sandy soils cooler and better for holding moisture, makes a good home for friendly bacteria that aid your plants in absorbing plant foods. Many soils are rich in plant foods but the foods are not available to the plant. Miracle Peat is an aid to plant digestion so that the plant makes a bigger, sturdier growth.

It starts quickly liberating the plant foods in your soil for the use of your plants. Miracle Peat is a good manager, however, and "budgets" its expenditures of food so that results continue for years. Not a mere "flash in the pan."

**SOIL MULCH.** Miracle Peat is wonderful applied as a mulch right on top of the ground. Especially fine for Clematis, Roses and other plants that do better when the soil around the roots is protected. Scattered as a top dressing over lawns, it makes them greener, hardier and healthier. Spread on thin and brush in with an old broom.

**CLEAN AND ODORLESS.** Miracle Peat has no disagreeable odor to offend you or your neighbors. It is clean, sanitary and easy to apply. Being a deep water deposit it is free from weed seeds and being slightly acid it discourages the growth of dandelions and many other of the most obnoxious weeds.

**PRICES.** Kellogg's Miracle Peat is sold in bags, each containing 2 bushels. We will ship by freight, charges collect, unless you instruct otherwise. Shipping weight per bag of 2 bushels, about 40 pounds. Price of 2 bushels (1 bag), 99c; 4 bushels (2 bags), \$1.77; 6 bushels (3 bags), \$2.57; 8 bushels (4 bags), \$3.37. Larger quantities for lawns and large plantings, \$6.50 per cubic yard (1 cubic yard equals 22 bushels).

**2-WAY MONEY SAVING.** Three bags (about 90 lbs.) can be shipped as cheaply as one bag, since freight companies make no reduction under 100 lbs.; thus you save on freight when three bags are ordered. And when you order three bags you pay only 79c per bag for the extra bags. Order three bags and save money.



This Little Plant  
Had Miracle Peat

This Little Plant  
Had None

One of these plant youngsters had a good ration of Miracle Peat while the other had none. The first is big, strong, vigorous and healthy, while the other is only small and average. This small plant did not have Miracle Peat. The plants shown are Canterbury Bells only a few weeks old. These young plants show how quickly results are obtained.

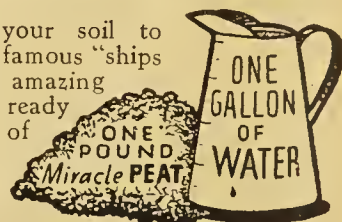


## Most Plants Use This Much

A double handful of Miracle Peat is ample for most perennial plants. A bagful will fertilize and mulch about 50 plants.

## 1 Pound Absorbs a Gallon of Water

Miracle Peat turns your soil to "camel soil" for, like the famous "ships of the desert," it stores amazing quantities of moisture ready for your plants in seasons of drought. It will absorb water to about 800 per cent of its own weight.





# Kellogg's Everblooming Gardens

**Take Little Space  
— Bloom Heavily  
All Summer**



These gardens solve one of the biggest problems of many people—how to get a fine continuous succession of bloom where only a small amount of space is available. These gardens are composed of plants that bloom for long periods of time—most of them the summer through and many until frost stops them. You receive the same high quality stock that you would receive if you yourself made up the selection. Order your Kellogg Everblooming Garden now and enjoy beautiful flowers all summer long.



## Save Money!

Not only do you get a fine succession of bloom, but these gardens are sold to you at a saving. Note the low bargain prices on each one.

### Kellogg's Everblooming Garden No. 1

A fine border planting for small space. Gives a succession of bloom all summer. Plant high plants in back, low ones in front.

- 3 Delphinium Belladonna—and 3 Delphinium Bellamosa. June to September. (Page 57) .....\$0.88
- 2 Pentstemon (Beard Tongue). June to September. (Page 15) ..... .34
- 2 Veronica longifolia. July to September. (Page 12B) ..... .50
- 8 Mixed Phlox. July to fall. (Page 20). 1.00
- 4 Dazzler Carnations. June to October. (Page 56) ..... 1.00
- 4 Evening Primrose. June to October. (Page 19) ..... .57
- 9 Violas. Mixed Colors. Spring to fall. (Page 58) ..... 1.50

Total Value .....\$5.79

**SPECIAL BARGAIN PRICE ONLY \$4.87**

### Everblooming Garden No. 2

(Tall Plants)

A fine group of tall plants only, for background use. All these plants grow from 2½ to 3½ feet high. Continuous bloom.

- 3 Delphinium Belladonna—and 3 Delphinium Bellamosa. (Page 57) ..\$0.88
- 6 Delphinium Lamartina. (Page 12B) .. 1.20
- 8 Mixed Phlox. (Page 20) ..... 1.00
- 4 Pentstemon (Beard Tongue). (Page 15) ..... .65
- 8 Green-Throated Lilies. (Page 10) ... 1.97
- 6 Tiger Flower. (Page 6) ..... 1.00

Total .....\$6.70

**SPECIAL PRICE ONLY \$5.89**

### Everblooming Garden No. 3

This garden is composed of plants that do not grow too high. It can be set by itself as an "island" planting or may be planted against your garage or some other background. For an "island" planting it is best to put the Artemisia in the center surrounded by the others. For planting against a background, the Dazzler Carnations, Iceland Poppies and Artemisia should go in back, the other plants in front.

- 1 Artemisia, Silver King. Beautiful all summer. (Page 8) .....\$0.18
- 4 Dazzler Carnations. June to October. (Page 56) ..... 1.00
- 6 Iceland Poppies. June to Oct. (Page 21) .. 1.59
- 6 Violas. Mixed colors. Spring to fall. (Page 58) ..... 1.00
- 4 Carpathian Harebell. June to October. (Page 15) ..... .65
- 6 Achillea tomentosa. Yellow. June to September. (Page 15) ..... .79

Total .....\$5.21

**SPECIAL BARGAIN PRICE ONLY \$4.69**

**FIND WHAT YOU WANT QUICKLY—**  
See Index on Pages 12A and 12B.





## Japanese Anemone

(Windflower)

### 3 for 79c

1 for \$0.28

6 for 1.39

Masses of blooms from August to November. 2 to 2½ feet high. Sun or shade. One-year, field-grown plants in three varieties as follows:

Rubra. Red.

Queen Charlotte. Pink.

Whirlwind. White.

You may choose colors.

## Chinese Delphiniums

### 6 for 87c

Exceedingly pretty blue flowers and exceedingly pretty fern-like foliage. Grows 24 to 30 inches high. Flowers are gentian-blue (dark blue). Bloom from July on. We furnish two-year, field-grown plants at following prices: 1 for 20c; 3 for 53c; 6 for 87c; 10 for \$1.39.



### 6 SHASTA DAISIES 79c

(Chrysanthemum maximum)

Large flowers with many snow-white petals. Long, midsummer blooming period. Excellent bouquet flower. Grows 2 feet high. Prices, hardy, field-grown plants, 18c each; 3 for 49c; 6 for 79c; 10 for \$1.19.



# Now! Painted Daisies with

## 6 for \$1.29

1 for..\$0.30

3 for.. .79

6 for.. 1.29

12 for.. 2.27

Just imagine the fluffy beauty of a hothouse chrysanthemum combined with the charming beauty of the Painted Daisy. The picture at the right can give you an idea but does not do justice. Only in the flowers themselves can you see the dainty fluffiness of the centers, the rich coloring, and the charming grace of the petals. These are Painted Daisies over whom some fairy godmother—like Cinderella's—has waved a magic wand, and like Cinderella, they captivate everyone with their new-found loveliness.

They grow 24 to 30 inches high and spread about two feet when full grown. Have produced as many as 50 flowers per plant per season. Very fine for group plantings and borders. Extra fine for cutting.

Prices, 30c each; 3 for 79c; 6 for \$1.29; 12 for \$2.27.

## INDEX

pages  
12A and  
12B.

# 4

## Double Hollyhocks 69¢

Hollyhocks bring visions of ruffled hoop skirts, curtises, and other quaint customs of days gone by. And now here are beautiful **roselike, double Hollyhocks** that scarcely look real, they are so pretty. A wonderful background plant—hardy, easily grown, mammoth flowering, beautiful; fine for screening! You get one red, one pink, one lilac and one yellow (Or you may select colors), all for 69c, or other quantities as follows: 20c each; 2 for 37c; 4 for 69c; 8 for \$1.27.



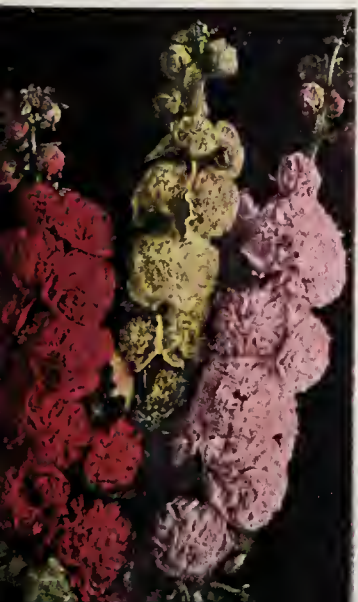
# Chrysanthemum Centers

**BRILLIANT.** This is a new variety this year and we do not have an exact color picture of it. However, it is just like the two top blossoms in the picture at the right in form, but much darker in color. It is deep red on opening and continues to be more brilliant than Buckeye.

**BUCKEYE.** The two flowers, one small and one large, at the right of the picture are Buckeye. Buckeye can be distinguished by its rich dark coloring. The coloring is almost pure red, just slightly on the verge of purple.

**TROJAN.** The large flower in the lower left of the picture and the small one just above it are Trojan. It is almost as dark as Buckeye, and like Buckeye, has beautiful form.

**NOTE:** Do not crowd your Double Painted Daisies in planting them. They like plenty of room in order to produce the beautiful double flowers shown here. And if you can give them some extra fertility they will like it.



**Color Note:** These Primroses are hybrids and we cannot guarantee color. We advise ordering at least six at a time and you should get a fine variety of color.

## Primrose Now 6 for 87c

(*Primula veris*)

A delightful little flower because of its beauty and ability to bloom in the shade. Blooms during May and June. Comes in a variety of colors—orange, yellow, cream, scarlet and crimson. Broad leaves closely hug the ground. Flowers appear on tiny stems 4 to 8 inches high. Prices, 1 for 19c; 3 for 53c; 6 for 87c; 10 for \$1.39.



TRADE MARK

# DAZZLER

## Blooms First Year

You do not have to wait for blooms from your Dazzler Carnation. Plants that we ship you this spring will bloom this coming summer, often they will start only six or eight weeks after planting and they continue throughout the season with a gorgeous display of fiery color that will be an amazing delight.

Prices: 38c each; 4 for \$1.00; 10 for \$2.00; 25 for \$4.50.

**ORDER  
NOW**  
Supply  
Limited!

### Full Size Blossoms

Note the individual gorgeousness and beauty of each flower. Fine for cutting.

Note the beautiful dark green foliage of Dazzler Carnation.

### HARDY

Dazzler Carnation has repeatedly withstood temperatures of 15 degrees below zero or lower and there are some who have had success with it at 40 degrees below zero. Dazzler can be planted with assurance in any part of the United States.

Hollyhock Delphiniums.





# Everblooming HARDY Carnation

**Now!**  
**10 for 2**  
**4 for 1**  
**1 for 38¢**

Just think of gorgeous red flowers continuously from July, or earlier, until frost. Dazzler Carnation is one of the most persistent blooming flowers we ever saw. It is the first hardy everblooming Carnation, the first everblooming red perennial. An amazing new addition to the great kingdom of flowers.

| 1933 JULY 1933 |     |     |     |     |     |     |
|----------------|-----|-----|-----|-----|-----|-----|
| SUN            | MON | TUE | WED | THU | FRI | SAT |
| 1              | 2   | 3   | 4   | 5   | 6   | 7   |
| 8              | 9   | 10  | 11  | 12  | 13  | 14  |
| 15             | 16  | 17  | 18  | 19  | 20  | 21  |
| 22             | 23  | 24  | 25  | 26  | 27  | 28  |
| 29             | 30  | 31  |     |     |     |     |

| 1933 AUGUST 1933 |     |     |     |     |     |     |
|------------------|-----|-----|-----|-----|-----|-----|
| SUN              | MON | TUE | WED | THU | FRI | SAT |
| 1                | 2   | 3   | 4   | 5   | 6   | 7   |
| 8                | 9   | 10  | 11  | 12  | 13  | 14  |
| 15               | 16  | 17  | 18  | 19  | 20  | 21  |
| 22               | 23  | 24  | 25  | 26  | 27  | 28  |
| 29               | 30  | 31  |     |     |     |     |

| 1933 SEPTEMBER 1933 |     |     |     |     |     |     |
|---------------------|-----|-----|-----|-----|-----|-----|
| SUN                 | MON | TUE | WED | THU | FRI | SAT |
| 1                   | 2   | 3   | 4   | 5   | 6   | 7   |
| 8                   | 9   | 10  | 11  | 12  | 13  | 14  |
| 15                  | 16  | 17  | 18  | 19  | 20  | 21  |
| 22                  | 23  | 24  | 25  | 26  | 27  | 28  |
| 29                  | 30  | 31  |     |     |     |     |

| 1933 OCTOBER 1933 |     |     |     |     |     |     |
|-------------------|-----|-----|-----|-----|-----|-----|
| SUN               | MON | TUE | WED | THU | FRI | SAT |
| 1                 | 2   | 3   | 4   | 5   | 6   | 7   |
| 8                 | 9   | 10  | 11  | 12  | 13  | 14  |
| 15                | 16  | 17  | 18  | 19  | 20  | 21  |
| 22                | 23  | 24  | 25  | 26  | 27  | 28  |
| 29                | 30  | 31  |     |     |     |     |

Every Dazzler Carnation plant sends up dozens of long, stiff flower stems 15 to 20 inches tall, each with several blooms so that 40 to 50 bright crimson flowers are open at one time on each plant. Plant becomes larger than a bushel basket. The heaviest blooming, and most gorgeous and largest flowering Carnation ever introduced. Blooms are richly clove-scented. Glorify your garden with Kellogg's Dazzler, the brightest red and most dazzling flower of all time.

**ORDER NOW**  
Supply Limited

**New Price**  
**6 for**  
**Only**  
**97¢**

## Hollyhock Delphiniums

This collection will appeal to everyone who likes gorgeous masses of color. Hollyhock Delphiniums are unusually tall—often 6 to 7 feet—and the flower spikes are unusually massive and rich in their coloring. No wonder they are popular.

These are not just ordinary Larkspurs. They are tall and rugged growers. The foliage is broad and handsome. Flower spikes are extremely massive. These unfailing characteristics alone put Hollyhock Strain English Hybrids in a class by themselves. Add to this the magnificent grandeur of their varied colors and you have a word picture of these most impressive beauties. Here you will find all shades of blue, old rose, pink, lavender and purple and a profusion of double and semi-double flowers. Ultimate height 4 to 5 feet or more. Bloom during June and July. Planting distance 18 inches. These are hybrids and are to be had in mixed colors only.

Prices: 20c each; 3 for 57c; 6 for 97c; 12 for \$1.87.

### Special!

4 Hollyhock Delphiniums .....\$0.76  
2 Bellamosa Delphiniums ..... .30  
2 Belladonna Delphiniums ..... .30

Total .....\$1.36  
ALL 8 FOR ONLY .....\$1.19



The Dazzler Carnation plant above is nearly 2 feet tall and correspondingly wide.

## 4 Belladonna and Bellamosa Delphiniums 59c

Here are two of the most beautiful strains of Delphinium, both just alike excepting that Belladonna is light blue and Bellamosa is dark blue. Grow 3 to 4 feet high with a spread of 12 inches per plant. Bloom June to September. You may choose either light blue Belladonna or dark blue Bellamosa, or part of each. Prices, strong, two-year, field-grown plants, 18c each; 4 for 59c; 10 for \$1.37.







## 4 Violas for 79c

One each of the following varieties

These delightful little flowers bloom for you all summer—similar to pansies but more dainty and refined and **hardy**. Beautiful in groups or as a pretty low everblooming border. Plant 8 inches apart. Ultimate height 6 or 8 inches. Blooming season April to frost. Will thrive in sun or shade.

**Arkwright Ruby.** Red. 30c each; 4 for \$1.00.

**Apricot.** 25c each; 5 for \$1.00.

**Blue Perfection.** 20c each; 6 for \$1.00.

**Lutea.** Yellow. 20c each; 6 for \$1.00.

For a limited time only, we will give one each of the above varieties, total value 95c, for only 79c.



**English Violets**

**4 for 87c**

Everyone loves violets and these are particularly charming. Amazingly fragrant. Bloom during May and June with beautiful purple flowers and beautiful dark green foliage. Very hardy. Thrive in sun or shade. Ultimate height, 6 to 8 inches. Planting distance 8 inches.

Two-Year Field-Grown Plants

|              |        |
|--------------|--------|
| 1 for .....  | \$0.25 |
| 4 for .....  | .87    |
| 10 for ..... | 1.85   |

**Free!** \$1.00 value

If your order for Kellogg plants amounts to \$5.00 or more you may add \$1.00 value to your order free of extra charge. See offer on page 52.

Three experts searched the flower world for these Phlox. First they selected the 300 best varieties, then from these they selected the 12 shown here. These are the cream of the best, most of them new. You can plant them with the assurance that you have something unusual and beautiful.

*Cream of  
the Best  
300  
Phlox*

Prices, all Phlox below, hardy, field-grown plants, 25c each; 3 for 65c; 12 for \$2.25.

**Count Zeppelin.** Large, pure clear white with distinct vermilion-red eye, giving pretty polka dot effect.

**Morgenrood.** A wonderfully beautiful variety. Large clusters of a bright rose shade with deeper eye. Strong grower, large individual flowers.

**Paladin.** A blushing beauty—pink shaded with deep purplish red at eye and at edges. Beautiful!

**Enchantress.** Most beautiful salmon shade with shaded purple at eye. Very beautifully marked. Lives up to its name.

**Firebrand.** One of the best of red Phlox—well deserves its place amidst this fine collection.

**Royal Purple.** Decidedly beautiful. Purple is very rich and deep at edges, shading to violet in center of petals, then deep reddish purple at eye. Should be in every garden.

**SPECIAL!** One each of the six Phlox listed above, only 99c. Collection contains 2 pink and 1 each of the other colors.

**99c**

**Jeanne d'Arc.** Clear, beautiful white! Every garden should have at least one white, and none is better than Jeanne d'Arc.

**Eiffel Tower.** The delightful part of this Phlox is in the shading. First comes a pretty white eye, then almost pure red, which shades off to white. Appears pink at a distance.

**Evelyn.** Florets are beautifully marked and shaded with different tones and shades of red, producing salmon effect. Amazingly beautiful. Very rare.

**Marechal French.** Red! Everyone loves red. Here's one of the best red Phlox ever introduced. Beautiful carmine-red.

**Marie Jacobs.** The clearest, prettiest violet of them all. Beauty greatly increased by distinct white star in center.

**Kesselring.** Very beautiful two-tone effect—deep pure purple at edges shading to white at center, golden yellow eye. Decidedly an outstanding variety.

**SPECIAL!** One each of the six Phlox listed above, only 99c. Collection contains 2 purple and 1 each of the other colors.

**99c**





Morgenrood.



Count Zeppelin.



Eiffel Tower.



Firebrand.

## Kellogg's Cream of the Best Collection of Phlox

This beautiful collection gives you one each of the amazing Phlox shown on this page.

*All* **12** *for Only \$***1.87**

Remember that you get a dollar value free with every order for Kellogg plants amounting to \$5.00 or more—see page 52.



Paladin.



Jeanne d'Arc.



Kesseling.



Marechal French.



Enchantress.



Royal Purple.

Evelyn.



Marie Jacobs.





## New Phlox- Daily Sketch

Hundreds of people paid \$1.00 per plant for this glorious new Phlox last season. Now you can buy Daily Sketch for the new extremely low prices at the right.

Note the gorgeous pink coloring of Daily Sketch Phlox. No Phlox is more dainty than Daily Sketch and at the same time none is more grand. Single florets of Daily Sketch measure  $1\frac{1}{2}$  inches across—as large as a good sized pansy. No other hardy Phlox produces florets so large.

The color of Daily Sketch does not fade as with many other varieties, but stays pure and beautiful throughout the life of the Phlox. Very long blooming—starts in July and continues until frost. Hardy.

If you had room for only one Phlox and were to ask us what Phlox we would recommend we would unhesitatingly say "Daily Sketch." By all means plant this beauty in your garden, and order early because the supply is limited. Prices at right.

## *Rare Hardy Phlox* **Africa**

Here is a beautiful Phlox with a color so mysteriously beautiful that instinctively the originator named it Africa, in honor of that mysterious continent. And indeed, the color of Africa is inconceivably beautiful—can hardly be described. It is an amazing dark, carmine-red that seems to belong to another world.

Africa is a strong, vigorous grower, healthy and hardy, that you can safely plant—easy to grow. Expect to see something far more beautiful than this picture when your Africa Phlox blooms. Do not delay in ordering Africa Phlox because the supply is decidedly limited. Prices at right.

### **FREE Fruit Catalog**

If interested in Strawberries and other fruits, send for our free book "Great Crops of Strawberries and Other Fruits." A post card will bring it.



Africa Phlox.



**Former Price \$1 each**  
**Now 2 for 87¢**

**PRICES**

**DAILY SKETCH PHLOX**

Hardy, field-grown plants, guaranteed to reach you in good growing condition or your order refilled free of charge.

|                        |        |
|------------------------|--------|
| Each .....             | \$0.50 |
| 2 for .....            | .87    |
| 6 for .....            | 2.39   |
| 12 for .....           | 4.49   |
| 20 or more at 35c each |        |

**Special**  
**2 Daily Sketch**  
**2 Africa**  
*for Only*  
**\$1.29**

**PRICES AFRICA PHLOX**

Fine, large, field-grown plants, guaranteed to reach you in good growing condition or your order refilled free of charge.

|              |        |
|--------------|--------|
| Each .....   | \$0.37 |
| 2 for .....  | .63    |
| 6 for .....  | 1.57   |
| 12 for ..... | 2.39   |

**INDEX**  
 Pages 12A  
 and 12B.

**Price Only**  
**37¢ each**  
*or*  
**2 for 63¢**

**Japanese Bellflower**

(Platycodon)

**4 for 59c**

19c each; 10 for \$1.39.

So perfect in form it seems made of wax. Decidedly beautiful, bell-shaped or broadly cup-shaped flowers, growing 1½ to 2 feet tall. Beautiful dark green foliage. Blooms July and August. Very hardy. Likes sun, any well drained soil will do. Spread 12 inches. Strong, two-year plants. Two colors, blue or white; state color wanted.



**Hardy Asters**

**4 for 59c**

(Picture at Left)

These beautiful flowers are a delight in the fall after other flowers have ceased blooming, their bright colors seeming to flaunt themselves in the very face of winter. This fine bargain offer gives you one each of four colors: red, pink, white and blue, or you may make the choice of colors. Ultimate height 3 to 4 feet, spread 2 feet. Blooming season September and October. Very hardy, easy to grow. Prices, 2-year, field-grown plants, 18c each; 4 for 59c; 8 for \$1.14; 12 for \$1.69.



**3 SCABIOSA 49c**

(Picture at Left)

Blue is a rare color in perennial flowers and so lovers of blue will welcome this pretty bit of azure. Flowers large and of a delightful shade. Grow 18 to 24 inches high, spread 12 inches. Bloom continuously, June till September. Very hardy, easy to grow. Two-year, field-grown plants, 22c each; 3 for 49c.

**6 COREOPSIS 69c**

(Picture at Right)

Here are flowers of a pure golden yellow that seem to dance and shine in the sunshine of your garden like a hundred brilliant punchinelloes. Very showy and beautiful. Bloom freely, require little care. Grow 2 to 2½ feet high, 18-inch spread. Bloom during June and July. Very hardy and easy to grow. Prices, field-grown plants, 17c each; 3 for 46c; 6 for 69c; 12 for \$1.19.



**Free!** \$1.00 VALUE, if your order amounts to \$5.00 or more. See page 52.



# Giant Purple Coneflower

(*Rudbeckia purpurea*)

4 for 57c

This unique flower seems proud of its gorgeous, glistening, bronze cones—note how the petals lie back to display them. Petals deep purple, cones glisten and shine like real metal. 3 feet high. July to October. Easy to grow. Prices, 2-year, field-grown plants, 18c each; 4 for 57c; 6 for 89c.



Coneflower.

# Blazing Star

(*Liatris pycnostachya*)

4 for 79c { 1 for \$0.22  
10 for \$1.69

Not content to beautify the summer months only, this flower can be used for dried bouquets during the winter. Blooms in August and September. Beautiful, tall, lavender, plummy spikes. 2 to 4 feet high. Very hardy.

Prices, 2-year, field-grown plants, 22c each; 4 for 79c; 10 for \$1.69.



Blazing Star.

# Foxgloves

(*Digitalis*)

6 for 79c

A legend says the name originally was Folk glove, meaning little fairy's glove. Leaves luxuriant, stems tall, strong, vertical. Easily grown. Beautiful for border or background. These are Shirley Hybrids with wide color range: white, shell-pink, deep pink, rose, etc. We cannot guarantee color. Ultimate height 3 to 4 feet; spread 8 inches. Blooming season July. Prices, strong, field-grown plants, 18c each; 3 for 49c; 6 for 79c; 12 for \$1.49.



Foxgloves.

# Kellogg's Aristocrat Phlox Hardy Varieties

Below are brief descriptions of the Phlox shown in color at the right. Prices at bottom of page.

**Border Queen.** New! And is it a beauty!

Heads are enormous and flowers are pure pink. Very rare and beautiful. Plant dwarf, does not get out of bounds. This variety should be included in every order. Prices, 35c each; 6 for \$1.69; 10 for \$2.49.

**Caroline Vandenburg.** The bluest of all Phlox. Color decidedly striking and amazing in its beauty. Extra large flower trusses. Vigorous and healthy.

**E. I. Farrington.** A grand Phlox. Delightful salmon shade with lighter eye. Hardy and disease resistant.

**George Stipp.** Glowing salmon with shaded lighter eye. Good point—does not fade.

**Hauptman Koehl.** Dark blood-red. Large clusters on strong, tall stems. Individual flowers large. Keeps color in heat and rain. Gorgeous!

**Maid Marion.** Clear lilac, of a shade which is rarely seen and always enjoyed. Tall growing, healthy, handsome.

**Mia Ruys.** Top-notch perfection in white. Mia Ruys combines rare form, purity of color and size of bloom to make a plant of amazing beauty. Best white Phlox ever introduced.

**Salmon Glow.** Huge trusses of lovely flame-pink with salmon shades, softened with lilac and white tints at the center. Very rich. Free flowering and healthy.

**Salome.** A bit of Oriental splendor! Cherry-red suffused with salmon. A radiant beauty.

**Splendour.** A new ravishing beauty. Enormously large flowers of clear rose-pink with deeper eye. Many, many flowers. Extremely healthy.

Prices, all Phlox above excepting Border Queen, 30c each, 6 for \$1.49; 10 for \$2.19.

Or 10 for \$1.97 if you order one of each variety as per offer at right.

Prices of Border Queen, 35c each; 6 for \$1.69; 10 for \$2.49.

**Free! \$1.00 Value!**

If your order amounts to \$5.00 or more.  
See offer on page 52.





## Kellogg's All New Phlox Collection

*Border  
Queen*

Gives you great masses of color from June till October. Colors as shown. Further descriptions, left. Display increases year by year. Varieties labeled, field-grown, bloom first year.

### *Hurry for Border Queen*

Order at once and Border Queen will be included as shown. Delay and we may have to substitute another variety.

Promptness will avoid disappointment.

#### **VARIETIES**

- (1) Maid Marion
- (2) Salome
- (3) George Stipp
- (4) E. I. Farrington
- (5) Hauptman Koehl
- (6) Salmon Glow
- (7) Mia Ruys
- (8) Splendour
- (9) Caroline Vandenburg
- (10) Border Queen

**All 10  
for \$1.97  
only**





These  
**FOUR**  
Ever-  
blooming  
Roses, only  
**\$1.97**

**10 Roses \$3.95**  
**EVERBLOOMING**

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